

HULT
INTERNATIONAL
BUSINESS SCHOOL

BBA
PROGRAM CATALOG
for EXCHANGE STUDENTS

2025-26

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INTRODUCTION & PURPOSE

The purpose of this *Program Catalog* is to provide detailed information on the structure and content of the academic program. It is designed to be read in conjunction with the *Student Handbook*, and the *Academic Regulations.*

SUMMARY OF RELATED DOCUMENTS

Document Name	Purpose	Versions
Student Handbook	The primary reference for all policies and procedures relating to the Hult student experience	Single School version
Program Catalog	Detailed information on the structure and content of the academic program	One for each degree program (e.g. BBA)
Academic Regulations	The central framework of the School's policies, around which all other documents are framed.	Single School version

YOUR QUALIFICATION

The BBA is an undergraduate qualification. The full title of the award is Bachelor of Business Administration (BBA). Once you successfully complete all parts of the program you will receive a US degree, awarded by Hult International Business School. Students who have attended the London campus in-person for at least one full academic year (Fall & Spring Semesters) will receive a joint US/UK degree, awarded by Hult International Business School.

The BBA operates an academic credit system that combines both US and UK currencies, where one US credit = five UK credits. The BBA consists of 120 US credits or 600 UK credits. The default credit currency used in Hult publications is US credits.

Further information on NECHE, the regional accreditation body covering Hult's US degrees, can be found at https://www.neche.org. Further information on UK higher education qualifications and their quality assurance can be found at https://www.officeforstudents.org.uk.

PROGRAM CHANGES

The School may make changes to elements of the program and its delivery, such as the timetable, syllabus content, and assessment. Such change may be due to enhancing or updating the quality and content of the program; responding to student feedback; academic staffing changes; a lack of student demand for certain courses; or factors beyond the School's reasonable control, which could include meeting the latest requirements of an accrediting body.

In the event that the School is required to make amendments to the program, it will endeavor to notify all affected students as soon as reasonably possible. Where the School is proposing to make a change to that program that materially changes the outcomes of, or a large part of, the program that a student is studying, the School will undertake consultation with students prior to making the change.

PROGRAM LEARNING OUTCOMES

Based on the QAA *Subject Benchmark Statement for Business and Management* (2023), the program's educational aims are as follows:

- To understand organizations, their management, the economy and the business environment.
- To develop the confidence, professional skills and knowledge needed to succeed as active, productive, professionals.
- To master Core Skills of communication, collaboration, creative thinking, critical thinking and learning to learn.
- To foster a global mindset, an entrepreneurial mindset, self-awareness, a growth mindset and an ethical approach to business problem solving.

On completion of the program, students are expected to be able to:

PLO1	Analytical	Understand key concepts, frameworks and models that affect personal and professional performance.
PLO2	Practical	Apply the appropriate tools, frameworks, and techniques to solve real world problems and identify opportunities.
PLO3	Global	Explain how different economic, social, cultural or political forces shape the global environment.
PLO4	Prepared	Demonstrate the interpersonal, organizational and intellectual skills, habits and attitudes needed to be effective at work and in the broader community.
PLO5	Ethical	Formulate sustainable strategies to address contemporary social, environmental and ethical challenges.
PLO6	Broad-Minded	Exhibit familiarity with and tolerance for diverse cultural practices, social attitudes and ethical perspectives.
PLO7	Well-Informed	Show general knowledge of the world and critical awareness of a range of intellectual approaches.

LEARNING, TEACHING AND ASSESSMENT

LEARNING:

Students are provided with the opportunity to acquire practical business knowledge with a focus on international and cross-cultural understanding of the marketplace, whilst also developing competency and mastery in Core Skills and an awareness and development of key Mindsets.

The Core Skills that are taught and assessed during the BBA are:

- Collaboration
- Communication
- Creative Thinking
- Critical Thinking
- Curiosity

The Mindsets which students are coached around during the BBA are:

- Entrepreneurial
- Ethical
- Global
- Growth
- Self-Aware

Hult is committed to facilitating a learning environment that develops graduates who are:

- Adept at applying business concepts, frameworks, and models to the real-world challenges they encounter.
- Capable of thinking and acting creatively and with executive foresight, by identifying problems, anticipating changes, navigating ambiguity, shaping opportunities, crafting solutions, and capitalizing on them.
- Comfortable with cultural difference, and capable of operating successfully across cultures and borders and who embrace diversity as a strength.
- Proficient influencers and collaborators, with high personal resilience, and the adaptability to contribute within diverse teams and to lead them.
- Aware of the sensitive social and ethical consequences of business decisions.

TEACHING:

Hult's strategy is driven by a desire to hire the best possible teachers who balance academic credentials and real-world experience to provide what is best for Hult students. As such, the School seeks to nurture an academic culture built on relevant research that can be directly applied to teaching and student engagement. Classes typically include a mixture of lectures, general discussion, case-study analysis, application of frameworks and student presentations. Additionally, Hult seeks to foster constructive links with employers, as a vehicle to bring the real world into the classroom, and to provide opportunities for Hult students to display their abilities and develop their self-confidence. The emphasis is always on giving students the opportunity to learn by doing, whether that is building their own startup, using complex simulations or working on a live challenge with a client organization.

ASSESSMENT:

Student performance is evaluated and assessed according to the course learning outcomes and assessment criteria set out in each syllabus. Means of assessment include a variety of individual and team-based assessment

methods, including written assignments, classroom participation, presentations and videos, and short quizzes. Hult makes extensive use of grading rubrics for assessments, to assure consistent and transparent grading and feedback to students regardless of the professor or the campus. Furthermore, the School applies an assessment tariff to each course, to assure that assessment criteria and volume of assessment is weighted appropriately according to the academic level and number of credits awarded. As such, while assessments vary between courses, there is consistency concerning comparative assessed workload.

ASSESSMENT TARIFF:

The assessment tariff for common forms of undergraduate-level assessment is shown below:

Tariff Guidelines	**Study Level UK**	**Study Level US**	**Credits**	**Recommended Assessment Weighting per % of Course Grade**				
				100 %	**60%**	**40%**	**20%**	**10%**
Written Assessment (Individual) [Measure: Word Count]	UG Level 3/4	100/200	1.5 UG credits	n/a	1,250 - 1,500*	750 - 1,000	400 - 600	100 - 250
	UG Level 5/6	300/400	1.5 UG credits	n/a	1,500 - 2000*	900 - 1,100	500-750	200 - 350
Written Assessment (Group) [Measure: Word Count]	UG Level 3/4	100/200	1.5 UG credits	n/a	n/a	750 - 1,750	400 - 1,000	250 - 500
	UG Level 5/6	300/400	1.5 UG credits	n/a	n/a	1,000 - 2,500	500 - 1,250	350 - 600
Presentation/Video (Individual) [Measure: Time + Slides/Outline]	UG Level 3/4	100/200	1.5 UG credits	n/a	5 - 6 mins*	3 - 4 mins	2 - 3 mins	1 - 2 mins
	UG Level 5/6	300/400	1.5 UG credits	n/a	6 - 8 mins*	4 - 5 mins	2 - 3 mins	1 - 2 mins
Presentation/Video (Group) [Measure: Time + Slides/Outline]	UG Level 3/4	100/200	1.5 UG credits	n/a	n/a	5 - 8 mins	3 - 4 mins	2 - 2 mins
	UG Level 5/6	300/400	1.5 UG credits	n/a	n/a	8 - 10 mins	4 - 5 mins	2 - 3 mins
Quizzes [Measure: Time]	UG Level 3/4	100/200	1.5 UG credits	n/a	n/a	n/a	3 - 6 mins	1.5 - 3 mins
	UG Level 5/6	300/400	1.5 UG credits	n/a	n/a	n/a	3 - 6 mins	1.5 - 3 mins
Exam (should be avoided at all levels - only included here for legacy) [Measure: Time]	UG Level 3/4	100/200	1.5 UG credits	n/a	n/a	40 - 60 mins	20 - 40 mins	10 - 25 mins
	UG Level 5/6	300/400	1.5 UG credits	n/a	n/a	40 - 60 mins	20 - 40 mins	10 - 25 mins
Individual Studies: Directed Studies / Internship	UG Level 5/6	300/400	1.5 UG credits	Directed Studies should follow the guidance above. 100% assessment is allowed but is not advised.				
				Internship is expected to involve between 60-120 hours in the workplace, with assignments to the equivalent of the word-counts above.				

Other Forms of Assessment:	Numeric Assessments and online Simulations will be expected to require an equivalent amount of work as the written assessments shown above.
	Assessments that do not conform to the above tariff must be approved by the Curriculum Committee.

Tariff Guidelines	**Study Level UK**	**Study Level US**	**Credits**	**Recommended Assessment Weighting per % of Course Grade**				
				100%	**60%**	**40%**	**20%**	**10%**
Written Assessment (Individual) [Measure: Word Count]	UG Level 3/4	100/200	3 UG credits	n/a	2,500 - 3,000*	1,500 - 2,000	750 - 1,250	200 - 500
	UG Level 5/6	300/400	3 UG credits	n/a	3,000 - 3500*	1,750 - 2,250	1,000- 1,500	400 - 700
Written Assessment (Group) [Measure: Word Count]	UG Level 3/4	100/200	3 UG credits	n/a	n/a	1,500 - 3,500	800 - 2,000	400 - 1200
	UG Level 5/6	300/400	3 UG credits	n/a	n/a	2,000 - 5,000	1,000 - 2,500	500 - 1,500
Presentation/Video (Individual) [Measure: Time + Slides/Outline]	UG Level 3/4	100/200	3 UG credits	n/a	10 - 12 mins*	6 - 8 mins	3 - 4 mins	2 - 3 mins
	UG Level 5/6	300/400	3 UG credits	n/a	12 - 15 mins*	8 - 10 mins	4 - 5 mins	2 - 3 mins
Presentation/Video (Group) [Measure: Time + Slides/Outline]	UG Level 3/4	100/200	3 UG credits	n/a	n/a	10 - 15 mins	6 - 8 mins	3 - 4 mins
	UG Level 5/6	300/400	3 UG credits	n/a	n/a	15 - 20 mins	8 - 10 mins	5 - 6 mins
Quizzes [Measure: Time]	UG Level 3/4	100/200	3 UG credits	n/a	n/a	n/a	4 - 8 mins	2 - 4 mins
	UG Level 5/6	300/400	3 UG credits	n/a	n/a	n/a	4 - 8 mins	2 - 4 mins
Exam (should be avoided at all levels - only included here for legacy) [Measure: Time]	UG Level 3/4	100/200	3 UG credits	n/a	n/a	80 - 120 mins	40 - 80 mins	20 - 50 mins
	UG Level 5/6	300/400	3 UG credits	n/a	n/a	80 - 120 mins	40 - 80 mins	20 - 50 mins
Individual Studies: Thesis / Internship for Credit	UG Level 5/6	300/400	3 UG credits (1 credit Proposal + 2 credits Thesis)	Senior Thesis is expected to be 100% Written Assessment (Individual) of 10,000 words with a Viva Voce with the supervisor and second grader of 10-15 minutes				
			3 UG credits	Internship is expected to involve 120+ hours in the workplace, with assignments to the equivalent of the word-counts above.				
Other Forms of Assessment:	Numeric Assessments and online Simulations will be expected to require an equivalent amount of work as the written assessments shown above.							
	Assessments that do not conform to the above tariff must be approved by the Curriculum Committee.							

Tariff Guidelines	Study Level UK	Study Level US	Credits	Recommended Assessment Weighting per % of Course Grade				
				100%	60%	40%	20%	10%
Individual Studies: Internship for Credit	UG Level 5/6	300/400	6 UG credits	Internship is expected to involve 240+ hours in the workplace, with assignments to the equivalent of the word-counts above.				

METHOD & WEIGHTING OF ASSESSMENTS:

The method and weighting of assessment varies by course.
The below is an example of a typical assessment structure within a 3-credit course:

	Method of Assessment	Weight	CLO(s) Assessed	Length or Equivalent	Due Date
A1	*Specific assignment listed from one of the following types:* • Written Assessment (Individual) • Written Assessment (Group)* • Presentation (Individual) • Presentation (Group)*	30-40%	*Listed as appropriate e.g.* CLO1		
A2	• Written Assessment (Individual) • Presentation (Individual) • Proctored assessment(s)	30-40%			
A3	• Discretionary Assessment(s)**	0-30%			

*Group assessments will normally make up no more than 30% of the overall course assessment.

**Discretionary assessments may include for example class contributions, team/peer reviews, Coursera or LinkedIn Learning assessments, case studies, simulations, or other relevant assessment elements.

Detailed assessment information for a specific course is provided in *myCourses*, including:

- Actual percentage weight of each assessment
- Actual length or equivalent
- Description of each assessment
- Course Learning Outcome(s) assessed
- Rubric used to grade each assessment, signposting performance expectations for each grade category

GRADES:

The program applies the following grade scale to assessments and to final course grades:

Letter Grade	Grade Points	In-Course Percentage	Quality Indicator
A	4	93-100%	Excellent; significant strengths & few weaknesses
A-	3.67	90-92%	Very strong performance
B+	3.33	87-89%	Strong; above average understanding
B	3	83-86%	Good; consistent understanding
B-	2.67	80-82%	Fairly good; some minor weaknesses
C+	2.33	77-79%	Adequate; slightly above average
C	2	73-76%	Adequate; balanced performance
C-	1.67	70-72%	Marginally adequate; below average
D+	1.33	67-69%	Weak; limited understanding
D	1	60-66%	Inadequate; major weaknesses
F	0	Below 60%	Fail; does not meet basic standards

Instructors will set more specific evaluation criteria for each assignment, within this framework, as appropriate to the assignment.

Detailed information on the grade scale and grading policy, including graduation requirements and graduation with Distinction, is provided in the *Student Handbook*.

ASSESSMENT BOARD AND EXTERNAL EXAMINERS:

To assure the quality of both the provision and student outcomes on the program, Hult operates a robust system of external review. As such, all course grades awarded are provisional pending review by External Examiners and subsequent Assessment Board, which takes place after the end of each school term. Detailed information on the School's quality assurance procedures, including Assessment Boards and External Examiners, is provided in the Academic Regulations.

RESOURCES:

Required and recommended readings and other materials for each course are detailed in the myCourses site.

ASSESSMENT RUBRICS:

Within a given course, each assessment includes a rubric that details performance expectations for each grade category, and which faculty complete when providing feedback to students. Rubrics vary from assignment to assignment and course to course, and we recommended that students pay careful attention to the rubric used for each of their assessments.

PROGRAM STRUCTURE

Hult's Bachelor of Business Administration is a generalist business and management degree with an option to specialize with a double Major or a combination of a Major and Minors. As a US Bachelor's degree, the program incorporates a set of General Education courses which have been interwoven throughout the program to ensure that important topics and elements are introduced to students at relevant points within the program.

The normal duration of the program is full-time for four years, organized on a modular basis. Each Academic Year consists of two semesters of 15 weeks each, with a 'Reading Week' in the middle of the semester (week 8) where no teaching takes place. Each Academic Year students will complete 15 US credits per semester or 30 US credits per year (not counting the optional summer terms).

The year 1-4 structure below is indicative, as students can take summer courses which allows the degree to be completed in less than four years. For students who enter the BBA with approved transfer credits from prior study, their program requirements and length will be adjusted accordingly.

The program typically involves 1,500 learning hours each year (6,000 learning hours work over the whole program), with each with each course typically involving 150 learning hours (normally 10 hours per week over 15 weeks) which includes all face-to-face classes as well as private study time, reading and research, team-meetings, and meetings with Student Development Coaches. To qualify for the Award, students must achieve 120 US credits as specified below.

The Bachelor of Business Administration degree is built on four pillars:

Challenge Learning

- Courses may be explicitly built around a challenge or include a challenge assessment so that students learn by doing. The challenges might be projects such as creating a startup or a social enterprise. They might be built around hackathons or complex simulations. They might involve live challenges from external organizations where students in essence act as consultants for the client.

Skills Development

- In addition to knowledge, students will be taught and assessed on the five Mindsets and the five Core Skills throughout the program as well as a range of professional Skills.

Personal Coaching

- All students are assigned a Student Development Coach who will coach and guide them through the program, helping them understand and embrace the feedback they receive from their professors and their peers, particularly on the Core Skills and Mindsets. The Student Development Coaches will also act as academic advisors and their first point of reference for any questions they might have and help students connect their learnings with their career goals.

Program Building Blocks

CORE

The core of the BBA spans four academic terms and is the heart of the undergraduate program. Each term is built around a core challenge, woven through the core courses.

Core courses teach foundational business knowledge essential for success in today's global marketplace, including subjects from economics and finance to marketing and analytics. Core challenges may take the form of group presentations, pitch projects, collaborative hackathons, or live client briefs. Challenges are set at the beginning and delivered at the end of each core term. Students also take part in skills workshops designed to equip them with the core human skills needed to tackle each challenge and thrive as a global professional.

ELECTIVES

Electives let you broaden your horizons, learn something new, or specialize in areas that interest you. Specialization electives help you deepen your understanding of a specific business area and earn credits toward a major or minor. General education electives cover essential subjects beyond business, giving you a well-rounded undergraduate education. Enrichment electives allow you to pursue a passion or try something new, fostering a love of learning by exploring areas like foreign languages, technology, art, history, culture, and more. You can also choose an internship or exchange program to earn program credits and gain more real-world work experience.

There are eight specialization disciplines:

- Business Analytics
- Design
- Economics
- Entrepreneurship
- Finance
- Management
- Marketing
- Psychology

Each specialization requires students to complete the pre-requisites for that specific discipline.

Students can achieve a major by taking a sequence of six courses (18 credits) or a minor by taking four courses in any of the above disciplines,

Students are under no obligation to take a Major or Minor. They can, if they choose, take courses across all seven disciplines to have a broad education across a wide range of subjects, pre-requisite courses remain required for each individual chosen course as needed.

Your final spring term is the culmination of your Hult journey. Here, you'll dive into advanced specialization courses that deepen your expertise and work on your capstone challenge. This is a comprehensive final project that integrates everything you've learned, showcases your abilities, and sets you up for your future career. Your capstone challenge may take the form of a term-long project, thesis, or live client brief.

PROGRAM MAP: REQUIRED COURSES AND CREDITS

To ensure that students achieve the required learning, they must take the Business Core courses before progressing to their Specialization courses.

The first and second year for all students is the same – they take all core courses with limited choice of electives. After that, however, students can take their preferred courses in any order, so long as the required courses are the first ones they take in any given discipline.

	Course Code	Course Title	Credits	Area
1st-YEAR COURSES	ECN-0100	Principles of Microeconomics	3.0	GENERAL EDUCATION
	BAN-0100	Introduction to Data Analytics	3.0	GENERAL EDUCATION
	SKL-0100	Skills: Foundations of Career Success	1.5	SKILLS
	SKL-0102	Skills: Collaboration	1.5	SKILLS
	SKL-0103	Skills: Written Communication	1.5	SKILLS
	SKL-0104	Skills: Oral Communication	1.5	SKILLS
	LSN-xxxx	Enrichment Electives (Learn Something New)	1.5	LSN
	LSN-xxxx		1.5	LSN
	FIN-0100	Financial Accounting	3.0	BUSINESS CORE & MAJOR
	FIN-0101	Managerial Accounting	3.0	BUSINESS CORE & MAJOR
	MKT-0100	Marketing	3.0	BUSINESS CORE & MAJOR
	MGT-0100	Leadership & Organizational Behavior	3.0	BUSINESS CORE & MAJOR
	CHL-0100	The Brand Challenge	1.5	BUSINESS CORE & MAJOR
	CHL-0101	The Leading for Social Impact Challenge	1.5	BUSINESS CORE & MAJOR
2nd-YEAR COURSES	ECN-0200	Principles of Macroeconomics	3.0	GENERAL EDUCATION
	BAN-0200	Fundamentals of Business Analytics	3.0	GENERAL EDUCATION
	SKL-0200	Skills: Advanced Career Strategies & Professional Growth	1.5	SKILLS
	SKL-0201	Skills: Creativity	1.5	SKILLS
	SKL-0202	Skills: Critical Thinking	1.5	SKILLS
	SKL-0203	Skills: Learning to Learn	1.5	SKILLS
	LSN-xxxx	Enrichment Electives (Learn Something New)	1.5	LSN
	LSN-xxxx		1.5	LSN
	FIN-0200	Principles of Finance	3.0	BUSINESS CORE & MAJOR
	MGT-0200	Operations and Supply Chain Management	3.0	BUSINESS CORE & MAJOR
	ENT-0200	Entrepreneurship	3.0	BUSINESS CORE & MAJOR
	STR-0200	Business Strategy	3.0	BUSINESS CORE & MAJOR

	CHL-0200	The Investment Challenge	1.5	BUSINESS CORE & MAJOR
	CHL-0201	The Startup Challenge	1.5	BUSINESS CORE & MAJOR
3rd/4th-YEAR COURSES	GED-xxxx	General Education Electives*	1.5	GENERAL EDUCATION ELECTIVE
	GED-xxxx		1.5	GENERAL EDUCATION ELECTIVE
	GED-xxxx		1.5	GENERAL EDUCATION ELECTIVE
	GED-xxxx		1.5	GENERAL EDUCATION ELECTIVE
	GED-xxxx		1.5	GENERAL EDUCATION ELECTIVE
	GED-xxxx		1.5	GENERAL EDUCATION ELECTIVE
	GED-xxxx		1.5	GENERAL EDUCATION ELECTIVE
	GED-xxxx		1.5	GENERAL EDUCATION ELECTIVE
	CHL-0300	Hult Business Challenge	3.0	BUSINESS CORE & MAJOR
	XXX-03xx/04xx	Major Required**	3.0	BUSINESS CORE & MAJOR
	XXX-03xx/04xx		3.0	BUSINESS CORE & MAJOR
	XXX-03xx/04xx		3.0	BUSINESS CORE & MAJOR
	XXX-03xx/04xx		3.0	BUSINESS CORE & MAJOR
	XXX-03xx/04xx		3.0	BUSINESS CORE & MAJOR
	XXX-03xx/04xx		3.0	BUSINESS CORE & MAJOR
	XXX-xxxx	Open Electives***	3.0	ELECTIVE
	XXX-xxxx		3.0	ELECTIVE
	XXX-xxxx		3.0	ELECTIVE
	XXX-xxxx		3.0	ELECTIVE
	XXX-xxxx		3.0	ELECTIVE
	XXX-xxxx		3.0	ELECTIVE
	XXX-xxxx		3.0	ELECTIVE
	XXX-xxxx		3.0	ELECTIVE
	XXX-xxxx		3.0	ELECTIVE

*Students choose elective course from a menu of options. Courses vary by campus and by semester, and not all courses are offered at all campuses. The full schedule will be published to students before the start of each semester or term.

**Each Major consists of required courses, as well as electives. Students must complete all the required courses and may choose elective courses from a menu of specialist electives. Courses vary by campus and by semester or term, and not all courses are offered at all campuses. Core electives run regularly across most campuses, and specialist electives run less frequently and/or only on specific campuses. Certain electives may count towards multiple majors. Each student also takes a degree capstone, the Hult Business Challenge (HBC).

***Open Electives may be taken from any area of the curriculum, provided individual course prerequisites have been met. Students pursuing a Minor must plan to use their available open elective slots towards the Minor. Students may take Internship for credit or Thesis using Open Elective credits.

Degree Notes:

1) Minimum 45 credits overall must be business courses (Normally ACC, BUS, ECN, ENT, FIN, MAT, MGT, MKT, or capstone courses).
2) Minimum 45 credits must be 300 or 400-level courses.
3) Minimum 42 credits must be categorised as General Education (i.e. social sciences, arts & humanities, maths & sciences, skills courses, enrichment electives).

PROGRAM MAP: MAJORS

		Course Code	Course Title	Credits
BUSINESS ANALYTICS MAJOR	**Required**	BAN-0300	Supervised Machine Learning	3.0
		BAN-0301	Managing Structured Data with SQL	3.0
		BAN-0402	Unsupervised Machine Learning	3.0
	Major Electives (Select 3)	BAN-0302	Data Storytelling & Visualization	3.0
		BAN-0303	Quantitative Decision Making for Business	3.0
		BAN-0304	Advanced Excel: Data Modeling & Automation in Excel for Business	3.0
		BAN-0305	Digital Marketing Analytics: SEO, Social Media & Web Intelligence	3.0
		BAN-0400	Advanced Machine Learning	3.0
		BAN-0401	Big Data & Cloud computing	3.0

		Course Code	Course Title	Credits
DESIGN MAJOR	**Required**	DSN-0300	Design Fundamentals	3.0
		DSN-0301	Design for Business	3.0
	Major Electives (Select 4)	DSN-0302	Design Thinking in Practice	3.0
		DSN-0303	The Art of Attention: Creativity in Advertising & Marketing	3.0
		DSN-0400	Art and Design for Business	3.0
		DSN-0401	Adobe for Business Creativity	3.0
		DSN-0402	Mindful Design and Visualization	3.0
		DSN-0403	Design for Digital Interaction	3.0

		Course Code	Course Title	Credits
ECONOMICS MAJOR	**Required***	ECN-0300	Intermediate Microeconomics: Theory & Applications	3.0
		ECN-0301	Intermediate Macroeconomics: Theory & Policy	3.0
		ECN-0302	The World Economy	3.0
	Major Electives (Select 4)	ECN-0303	Monetary Economics	3.0
		ECN-0304	Behavioral Economics	3.0
		ECN-0305	The Process of Development	3.0
		ECN-0306	The Economics of Institutions & the Hidden Engines of Change	3.0
		ECN-0307	Critical Economics of Banks and Finance	3.0
		ECN-0308	Political Economy of Fiscal Policy & the Public Sector	3.0
		ECN-0309	Economics of Sustainable Development	3.0
		ECN-0310	The Economics of International Trade	3.0
		ECN-0311	International Monetary Economics	3.0
		ECN-0400	Analyzing Competition & Dominance Among Firms Using Game Theory	3.0

		ECN-0401	Applied Business Econometrics	3.0

*(Must take ECN-0302 and select either ECN-0300 or ECN-0301)

		Course Code	Course Title	Credits
ENTREPRENEURSHIP MAJOR	**Required**	ENT-0300	Securing Entrepreneurial Finance	3.0
		ENT-0301	Family Business	3.0
		ENT-0302	Corporate Entrepreneurship	3.0
	Major Electives (Select 4)	ENT-0303	Scaling a Business: Organizational, Competence & Leadership Challenges	3.0
		ENT-0304	Disruptive Innovation & Emerging Business Models	3.0
		ENT-0305	The Science of Negotiation & Deal-Making for Entrepreneurs	3.0
		ENT-0306	Creating Problems, Designing Solutions: The Entrepreneurial Approach	3.0
		ENT-0307	Business Models: from Traditional to Digital	3.0
		ENT-0308	Growth Hacking & The Pirate Funnel	3.0
		ENT-0309	Digital Platforms & Ecosystems	3.0
		ENT-0310	AI Innovations Unleashed: Advancing Business Strategy Beyond GPTs	3.0
		ENT-0311	Operational Excellence in Early Stage Startups	3.0
		ENT-0400	Real Estate Entrepreneurship: Finance, Investment & Development	3.0
		ENT-0401	Creativity & AI	3.0
		ENT-0402	Innovation, Entrepreneurship & Venture Ecosystems	3.0
		ENT-0403	Startup Ecosystems in Emerging Economies: Scaling Ventures in Africa, Asia & Latin America	3.0
		ENT-0404	Changemaking: Innovation & Influence in Action	3.0

		Course Code	Course Title	Credits
FINANCE MAJOR	**Required**	FIN-0300	Corporate Finance	3.0
		FIN-0301	Financial Reporting	3.0
	Major Electives (Select 4)	FIN-0302	Financial Markets & Institutions	3.0
		FIN-0303	Portfolio Management	3.0
		FIN-0304	Venture Capital & Private Equity	3.0
		FIN-0305	Asset Valuation & Financial Analysis	3.0
		FIN-0306	Corporate Governance	3.0
		FIN-0307	Advanced Excel for Finance	3.0
		FIN-0400	Financial Derivatives	3.0
		FIN-0401	Risk Management	3.0
		FIN-0402	Mergers & Acquisitions	3.0
		FIN-0403	International Business Finance	3.0
		FIN-0404	Alternative Investments	3.0

		FIN-0405	Advanced Financial Reporting	3.0
		FIN-0406	Financial Auditing & Assurance	3.0

		Course Code	Course Title	Credits
MANAGEMENT MAJOR	**Required**	MGT-0300	Strategic Human Resource Management	3.0
		MGT-0301	Project Management	3.0
		MGT-0302	Change Management	3.0
	Major Electives (Select 3)	MGT-0303	Cross-Cultural Management	3.0
		MGT-0304	Leadership: Influence, Integrity & Impact	3.0
		MGT-0305	Leadership & Literature: A Primer on Power, Persuasion, and Principles	3.0
		MGT-0306	Sports & Esports Management	3.0
		MGT-0307	Consulting & Organizational Research	3.0
		MGT-0308	Future-Proofing Business with AI: Strategy, Ethics & Execution	3.0
		MGT-0309	Hospitality & Tourism Management	3.0
		MGT-0310	Managing for Long-Term Success: Sustainability, Responsibility & Governance	3.0
		MGT-0311	AI and Big Data Tools for Management	3.0
		MGT-0312	Fashion Management	3.0
		MGT-0313	Creative Industries	3.0
		MGT-0400	Advanced HRM: Managing People During Crises	3.0
		MGT-0401	Event Management	3.0
		MGT-0403	From Strategy to Action	3.0

		Course Code	Course Title	Credits
MARKETING MAJOR	**Required**	MKT-0300	Brand Management	3.0
		MKT-0301	Consumer Behavior & Market Research	3.0
	Major Electives (Select 4)	MKT-0302	Retail Marketing	3.0
		MKT-0303	Luxury Marketing in the Digital Age	3.0
		MKT-0304	Entrepreneurial Marketing	3.0
		MKT-0305	The Future of Commerce	3.0
		MKT-0307	Social Impact Marketing & Performance: Marketing with Purpose to Achieve Definable Business Goals	3.0
		MKT-0400	Professional Services Marketing	3.0
		MKT-0401	Marketing Communication Strategy	3.0
		MKT-0402	Sales Management	3.0
		MKT-0403	Neuromarketing & Consumer Insights	3.0
		MKT-0404	Marketing Analytics for growth	3.0
		MKT-0406	Digital & Social Media Marketing	3.0

		Course Code	Course Title	Credits
PSYCHOLOGY MAJOR	**Required**	PSY-0300	PsychLab: Research Methods	3.0
		PSY-0301	Genes, Brain, Mind & Behavior	3.0
	Major Electives (Select 4)	PSY-0302	Social Psychology	3.0
		PSY-0303	Organizational Psychology	3.0
		PSY-0304	Business Decision Making	3.0
		PSY-0305	Cross-Cultural Psychology	3.0
		PSY-0306	Science of the Mind	3.0
		PSY-0400	Psychology & Law	3.0
		PSY-0401	Individual Differences	3.0
		PSY-0402	Developmental Psychology	3.0
		PSY-0403	Performance Psychology	3.0
		PSY-0404	The Psychology of Wellbeing & Happiness	3.0

PROGRAM MAP: MINORS

	Course Title
BUSINESS ANALYTICS MINOR	Choose 12 credits of courses from the Business Analytics Major course list (respecting any applicable prerequisites)

	Course Title
DESIGN MINOR	Choose 12 credits of courses from the Design Major course list (respecting any applicable prerequisites)

	Course Title
ECONOMICS MINOR	Choose 12 credits of courses from the Economics Major course list (respecting any applicable prerequisites) Choose any 4 courses from the Economics Major course list

	Course Title
ENTREPRENEURSHIP MINOR	Choose 12 credits of courses from the Entrepreneurship Major course list (respecting any applicable prerequisites)

	Course Title
FINANCE MINOR	Choose 12 credits of courses from the Finance Major course list (respecting any applicable prerequisites)

	Course Title
MANAGEMENT MINOR	Choose 12 credits of courses from the Management Major course list (respecting any applicable prerequisites)

	Course Title
MARKETING MINOR	Choose 12 credits of courses from the Marketing Major course list (respecting any applicable prerequisites)

	Course Title
PSYCHOLOGY MINOR	Choose 12 credits of courses from the Psychology Major course list (respecting any applicable prerequisites)

Note: Not all courses will be available every Semester. Specialization modules will only run where there is enough demand.

PROGRAM MAP: OPEN ELECTIVE

		Course Code	Course Title	Credits
INTERNSHIPS	**General Education Elective**	INT-0315	Field Work Internship	1.5
	Major Internships	XXX-0430	Major Internship	3.0
		XXX-0460	Advanced Internship	6.0*
	Elective Internships	INT-0330	Open Elective Internship	3.0
		INT-0460	Open Elective Internship	6.0
THESIS		THE-0300	Senior Thesis: Proposal, Research and Ethics	1.0
		THE-0301	Senior Thesis	2.0

*3 credits may be counted toward the Major and 3 credits must be applied as Open Electives

COURSE DESCRIPTIONS

The following section provides detailed information on each required course, under the following headings:

- Course Title
- Course Description
- Course Learning Outcomes
- Course Topics

Please note the above list shows all courses, but some electives will not run on all campuses or every semester.

The course details listed below are running in Fall 2025 and Spring 2026.

COURSE CODE: BAN-0100

COURSE TITLE: Introduction to Data Analytics

CREDITS: 3

COURSE DESCRIPTION:

This course should not be taken if you have already completed CM1/CM3. This course introduces fundamental concepts in data analytics, including data collection, cleaning, visualization, and statistical analysis. Students will learn how to organize, interpret, and apply data-driven insights to business decision-making. Topics include exploratory data analysis, probability, hypothesis testing, regression, and visualization techniques using tools such as Excel and Python. The course emphasizes hands-on learning through real-world datasets and projects.

COURSE LEARNING OUTCOMES:

KLO1: Understand the role of data in decision-making and the importance of data quality

KLO2: Explain key statistical concepts such as probability distributions, central tendency, and hypothesis testing

KLO3: Apply regression models and analytical methods to solve business problems

SLO1: Collect, clean, and preprocess raw data for analysis; Use visualization tools to interpret and present insights effectively; Perform data-driven hypothesis testing and statistical inference

REQUIRED COURSE TOPICS:

1. Define data, information, knowledge, and wisdom; discuss real-world data-driven decisions with case studies and examples.

2. Summarize numerical and categorical variables using descriptive statistics (mean, median, mode, variance) in Excel.

3. Apply basic probability concepts and calculate probabilities using Excel formulas.

4. Study and apply binomial, Poisson, and normal distributions to business problems using Excel functions.

5. Create decision trees and predictive models in Excel to support complex business decision-making

6. Perform t-tests, chi-square tests, and hypothesis testing using Excel's Data Analysis ToolPak.

7. Use VLOOKUP, Pivot Tables, IF statements, and INDEX-MATCH to analyze business data efficiently.

8. Explore data sources, collect and organize raw datasets using Excel formatting and table structures.

9. Handle missing values, outliers, and duplicates by cleaning a messy dataset in Excel using conditional formatting and filters.

10. Use scatter plots, histograms, and box plots in Excel to present sales data and storytelling with data.

11. Identify misleading graphs and correct errors while learning best practices for ethical data presentation.

12. Check data accuracy and create basic visualizations in Excel, including bar charts, line graphs, and pie charts.

13. Clean and visualize a dataset, applying all learned Excel and data analysis techniques.

14. Present project findings, receive feedback, and reflect on key learnings from the course.

COURSE CODE: BAN-0200

COURSE TITLE: Fundamentals of Business Analytics

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Introduction to Data Analytics, and CM1, CM2 and CM3. This course should not be taken if you have already completed CM4. This course provides a comprehensive introduction to the key mathematical, statistical, and computational techniques used in Business Analytics. Students will explore the SEMMA approach and the Data Science process, gaining hands-on experience with Python for data analysis. The course covers univariate, bivariate, and multivariate analysis, along with essential statistical methods such as confidence intervals, hypothesis testing, ANOVA, and chi-square tests. Learners will apply regression techniques, including simple and multiple linear regression, interpreting coefficients, p-values, standardization, and outlier detection. The course also introduces logistic regression and nonparametric tests. Through real-world datasets, students will develop the ability to compare means, proportions, and variances between populations, leveraging statistical tools to drive business insights. By the end of this course, students will be equipped with Python and Excel skills to implement these statistical techniques effectively. The module concludes with a recap, practical application clinic, and a preview of advanced Business Analytics (BAN) topics to prepare students for further studies.

COURSE LEARNING OUTCOMES:

KLO1: Understand methods of data collection, preparation, and their significance for building accurate analytical models in diverse business contexts

KLO2: Demonstrate comprehensive knowledge of foundational statistical and analytical methods, including hypothesis testing, regression analysis, and classification techniques to support informed business decision-making.

KLO3: Evaluate analytical findings critically, identifying opportunities, insights, and implications to guide business strategy and operational improvements.

SLO1: Proficiently apply statistical techniques and modern analytics tools (e.g., Excel, Python) to build and interpret effective analytical models addressing real-world business challenges.

REQUIRED COURSE TOPICS:

1. SEMMA approach, Data science process, Introduction to Python

2. Univariate, Bivariate, Multivariate Recap Python

3. Construct & interpret confidence intervals for means & proportions // Learn & apply hypothesis testing, evaluating its assumptions

4. Compare means, proportions & variances of two populations // Use one-way & two-way ANOVA to test differences & interactions

5. Hypothesis testing

6. Apply chi-square tests, Marascuilo procedure & nonparametric tests

7. Simple Regression - Equation of the Line

8. Multiple Linear Regression - equation of the line

9. Multiple Linear Regression - coefficients and p-values

10. Multiple Linear Regression - standardization and outliers

11. Logistic Regression

12. Logistic Regression
13. Recap and Clinic
14. Trailer into future BANs + Presentations

COURSE CODE: BAN-0300

COURSE TITLE: Supervised Machine Learning

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Introduction to Data Analytics, Fundamentals of Business Analytics. This course should not be taken if you have already completed BAN-A. This course provides a comprehensive introduction to supervised machine learning, covering key regression and classification techniques such as Decision Trees, K-Nearest Neighbors (KNN), Support Vector Regression (SVR), Logistic Regression, Naïve Bayes, Random Forests, and XGBoost. Students gain hands-on experience in feature selection methods (KBest, LASSO, Decision Tree-based selection) to enhance model performance. Emphasis is placed on model evaluation and optimization, where students apply regression metrics (MSE, RMSE, MAE, R^2) and classification metrics (Confusion Matrices, ROC curves, Precision, Recall, F1-score) to assess predictive accuracy. The course also explores hyperparameter tuning, model regularization, and the bias-variance trade-off, ensuring students can improve model generalization and robustness. Through practical sessions, real-world case studies, and Python-based implementations using Scikit-learn, students will build, optimize, and interpret predictive models. Applications include customer segmentation, financial risk modeling, fraud detection, predictive maintenance, and recommendation systems. Upon completion, students will be equipped to effectively communicate machine learning insights, optimize model performance, and apply predictive analytics across diverse industries.

COURSE LEARNING OUTCOMES:

KLO1: Clearly explain the foundational theory, purpose, and appropriate use-cases of various regression and classification models, including Decision Trees, KNN, SVR, Logistic Regression, Naive Bayes, Random Forest, and XGBoost.

KLO2: Identify, describe, and select suitable evaluation metrics for both regression (MSE, RMSE, MAE, R^2) and classification tasks (accuracy, precision, recall, F1-score, ROC-AUC, confusion matrix).

KLO3: Recognize and explain the importance, principles, and differences among feature selection techniques (KBest, LASSO, Decision Tree-based selection), model regularization, and hyperparameter tuning methods to improve predictive performance.

SLO1: Apply data-driven decision-making skills to effectively implement, optimize, and evaluate predictive models using Python (Scikit-learn and related libraries), interpret outcomes, and professionally communicate insights through reports, clinics, and presentations.

REQUIRED COURSE TOPICS:

1. Linear Regression & Logistic regression
2. Regressor Models - Decision Tree Regressors
3. Regressor Models - K-Nearest Neighbours
4. Regressor Models - Support Vector Regression
5. Evaluation Metrics for Regressor Models
6. Feature selection - KBest, LASSO, Trees
7. Ensemble Methods - XGBoosting, Random Forest
8. Classification Models - Decision Trees Classifiers
9. Classification Models - Naive Bayes

10. Classification Models - K-Nearest Neighbours, Support Vector Classifiers
11. Evaluation Metrics for Classification Models
12. ROC and Confusion Matrix
13. Clinic: Hands-on Practice & Final Project Support
14. Presentations

COURSE CODE: BAN-0301

COURSE TITLE: Managing Structured Data with SQL

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Introduction to Data Analytics and Fundamentals of Business Analytics, and CM1, CM2 and CM3. This course should not be taken if you have already completed BAN-B or SCI-1. This course provides a structured and hands-on approach to mastering SQL and relational database management. Students will learn to design, query, and optimize structured databases while understanding key relational database principles, including entity-relationship modeling, normalization, indexing, and transaction management. The curriculum covers SQL fundamentals (DDL & DML), advanced querying techniques (joins, subqueries, window functions), and automation tools (stored procedures, triggers, and transactions). Students will also explore database performance optimization, concurrency control, and multi-user database management to enhance real-world applicability. By the end of the course, students will be proficient in SQL query writing, schema design, and database performance tuning. They will gain hands-on experience in extracting business insights, ensuring data integrity, and managing structured data efficiently for diverse applications, from enterprise systems to business intelligence and analytics.

COURSE LEARNING OUTCOMES:

KLO1: Develop an understanding of data modeling and how to interpret the business significance of data

KLO2: Acquire a comprehensive understanding of relational database management systems, including key principles, normalization techniques, and best practices for effective database design and management.

KLO3: Understand how SQL supports the definition of optimized relational structures, maintains data integrity, and facilitates extraction of accurate business information for informed decision-making.

SLO1: Apply SQL skills proficiently to design database schemas, perform accurate data manipulation, optimize queries, and implement database solutions to solve real-world business problems.

REQUIRED COURSE TOPICS:

1. Conceptual and logical data modeling, entity-relationship diagrams (ERDs).

2. Overview of SQL, relational databases, and the role of SQL in data management.

3. CREATE TABLE, ALTER TABLE, DROP TABLE, and understanding schema design.

4. First Normal Form (1NF) to Boyce-Codd Normal Form (BCNF) and their impact on database design.

5. Understanding PRIMARY KEY, FOREIGN KEY, UNIQUE, NOT NULL, and CHECK constraints.

6. SELECT, FROM, WHERE clauses, filtering, sorting, and basic querying concepts.

7. Modifying data using INSERT, UPDATE, DELETE statements.

8. GROUP BY, HAVING, INNER JOIN, LEFT JOIN, RIGHT JOIN, and their practical applications.

9. Subqueries, Common Table Expressions (CTEs), and Window Functions.

10. Indexing, optimizing queries, and troubleshooting performance issues.

11. Creating and using SEQUENCES for unique IDs and defining virtual tables with VIEWS.

12. Writing and using stored procedures, functions, and triggers for automation.

13. Understanding ACID properties, COMMIT, ROLLBACK, considering concurrency

14. Student Presentations: Applying structured data concepts and querying techniques in a real-world database project

COURSE CODE: BAN-0302

COURSE TITLE: Data Storytelling & Visualization

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Introduction to Data Analytics and Fundamentals of Business Analytics, and CM1, CM2 and CM3. This course should not be taken if you have already completed BAN-C. This course develops students' ability to translate complex data into impactful visual narratives. Students explore foundational principles such as visual perception, cognitive processing, narrative structures, and effective visual design to craft engaging, clear, and informative data stories. Through practical sessions, students will gain hands-on experience with leading visualisation software,(e.g. Tableau / Power BI) enabling them to create interactive dashboards tailored to diverse audiences. Throughout the course, students critically evaluate existing visualisations to improve their clarity, accuracy, and persuasive impact. Learning is further enhanced through structured external certifications, aligning skill development closely with industry standards and expectations. A strong emphasis on practical skills ensures students are well-prepared to produce visualisations that drive informed decision-making across diverse business contexts. Assessments are designed to reinforce practical skill development, including individual visualisation critiques, redesign tasks, and a major storytelling project that integrates both theoretical knowledge and applied visualisation skills. Students complete the course by assembling a professional portfolio, demonstrating their expertise in communicating data-driven insights effectively to technical and non-technical stakeholders alike.

COURSE LEARNING OUTCOMES:

KLO1: Understand principles of visual perception, data storytelling, and their role in effective data communication.

KLO2: Demonstrate knowledge of best practices in data visualisation design, narrative construction, and audience engagement.

KLO3: Critically evaluate and enhance visualisations and data narratives to improve clarity and effectiveness.

SLO1: Apply modern visualisation tools (e.g., Tableau, Power BI) effectively to craft engaging data stories and interactive dashboards.

REQUIRED COURSE TOPICS:

1. Introduction to Data Storytelling, Visual Perception

2. Principles of Visual Design, Intro to Tableau & Power BI

3. Narrative Structure, Storyboarding, Basic Tableau/Power BI charts

4. Best Practices in Data Visualisation & Chart Selection

5. Dashboard Design, User-Centered Interactivity (Tableau/Power BI)

6. Practical Workshop: Data Prep & Basic Visualisations

7. Advanced Charts & Interactive Features (Maps, Tooltips), Introducing your Personal Portfolio

8. Colour Theory, Aesthetics & Effective Design

9. Ethics, Responsible Storytelling & Best Practices

10. Peer Critique, Iterative Improvements, Review of Portfolio Development

11. Case Studies in Effective Data Storytelling

12. Portfolio Workshop: Creating Interactive Narratives
13. Communicating Data to Non-Technical Audiences
14. Capstone Project Presentations & Portfolio Submission

COURSE CODE: BAN-0303

COURSE TITLE: Quantitative Decision Making for Business

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Introduction to Data Analytics and Fundamentals of Business Analytics, and CM1, CM2 and CM3. This course should not be taken if you have already completed BAN-C. This course introduces quantitative decision-making methods critical for informed, data-driven management and strategic decisions. Students will engage deeply with four essential analytical frameworks: Markov Chain analysis, Time Series forecasting, Linear Optimization, and Nonlinear Optimization. Through Markov Chains, students will master modeling stochastic processes, steady-state predictions, and decision processes, emphasizing real-world business scenarios. Time Series analysis covers forecasting techniques, including smoothing methods, ARIMA models, and seasonal decomposition, equipping students with the ability to anticipate market trends and operational needs.

COURSE LEARNING OUTCOMES:

KLO1: Demonstrate comprehensive understanding of Markov Chain models, including steady-state analysis, absorbing states, and their applications to strategic decision-making.

KLO2: Evaluate key principles and methodologies in time series forecasting, linear optimization, and nonlinear optimization, identifying suitable analytical approaches for complex business scenarios.

KLO3: Apply quantitative methods effectively using Excel Solver and Python to formulate, solve, and interpret results for decision-making challenges involving forecasting, optimization, and stochastic modeling.

SLO1: Analyze advanced optimization techniques, including integer programming, gradient-based optimization, constraint handling, and multi-criteria decision-making, assessing their applicability to real-world management problems.

REQUIRED COURSE TOPICS:

1. Markov Chains Fundamentals: Transition Matrices, Steady-State Analysis

2. Advanced Markov Chains: Absorbing States, Fundamental Matrix, Business Applications

3. Time Series Analysis: Components, Smoothing Techniques (Moving Averages, Exponential Smoothing)

4. Time Series Forecasting: ARIMA Models, Model Selection Criteria (AIC, BIC), Python Implementation

5. Advanced Time Series: Seasonality, Decomposition, and Forecasting Applications in Business

6. LSTM, NN - Time series

7. Clinic for Time Series

8. Linear Optimization: Formulation of Linear Models, Graphical Methods, Sensitivity Analysis

9. Linear Optimization using Solver: Excel and Python Tools, Business Case Studies

10. Advanced Linear Optimization: Integer Programming, Transportation, and Assignment Problems

11. Nonlinear Optimization: Introduction, Convexity and Concavity, Optimization Techniques

12. Nonlinear Optimization Methods: Gradient-Based Methods, Newton’s Method, Excel/Python Implementations

13. Advanced Nonlinear Optimization: Constraint Handling, Lagrange Multipliers, Kuhn-Tucker Conditions

14. Clinic and Presentations

COURSE CODE: BAN-0304

COURSE TITLE: Advanced Excel: Data Modeling & Automation in Excel for Business

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Introduction to Data Analytics and Fundamentals of Business Analytics, and CM1, CM2 and CM3. Microsoft Excel remains one of the most widely used analytical tools across industries, and mastery of its advanced capabilities is essential for any business analytics professional. This course is designed to deepen students' proficiency in Excel, moving beyond basic functionality into powerful techniques that support robust data analysis, modeling, and decision-making. Students will develop advanced spreadsheet skills including logical and statistical functions, financial modeling, array formulas, dynamic dashboards, and pivot tables. The course emphasizes applied learning through realistic business problems that require efficient spreadsheet design, data wrangling, and scenario-based modeling. In doing so, students will not only improve their technical command of Excel, but also learn how to structure and audit spreadsheets that stand up to real-world business scrutiny. In addition, the course introduces automation concepts through the use of macros and an optional introduction to Python tools such as OpenPyXL and xlwings, preparing students to bridge Excel workflows with larger-scale analytics environments. This forward-looking component empowers students to improve efficiency, reduce error, and understand the role of Excel in modern analytics ecosystems. Throughout the course, students will be expected to apply their skills to complex, data-rich business scenarios, culminating in the development of models and reports that support key decisions. By the end of the course, students will be able to confidently build, optimize, and communicate advanced Excel-based analyses across various business domains.

COURSE LEARNING OUTCOMES:

KLO1: Collect, sort and analyze data in Excel to analyze data under complex business scenarios.

KLO2: Be able to use statistical, mathematical, financial and array functions in Excel.

KLO3: Build advanced models in Excel to analyze data under complex business scenarios.

SLO1: Develop useful tools for cleaning, exploring, and analyzing data in Excel that can be applied to your future efforts in analysis, both academically and professionally.

REQUIRED COURSE TOPICS:

1. Advanced Excel Fundamentals - Efficient spreadsheet structure, named ranges, data validation, dynamic referencing

2. Designing Business-Ready Spreadsheets - modular layout, logic separation, and user interface best practices

3. Data Manipulation for Business Insights - sorting, filtering, conditional formatting, and structured table techniques

4. Data Visualization with Excel Charts - dynamic charts, combo charts, and formatting for stakeholder communication

5. Mathematical Functions in Business Models - applying logic, growth, rounding, and custom formulas in real scenarios

6. Statistical Functions for Business Analytics - using AVERAGEIFS, STDEV, CORREL to assess trends and variability

7. Financial Analysis with Excel - modeling cash flows, investment metrics (NPV, IRR), and loan scenarios

8. Advanced Array Formulas - dynamic arrays, INDEX/MATCH, FILTER, XLOOKUP for multi-criteria business lookups

9. Business Intelligence with Pivot Tables - grouping, slicing, calculated fields, and report automation

10. Simple automation with VBA macros

11. Advanced Data Cleaning Techniques - using text functions, error handling, and preparing messy business data for analysis

12. Business Modeling and Scenario Analysis - build and stress-test integrated models using Goal Seek, Scenario Manager, and Solver for operational and financial planning

13. Debugging, Review & Optimization - audit complex spreadsheets, use formula evaluation tools, prevent circular references, and optimize performance and model integrity

14. Introduction to Python Automation in Excel (OpenPyXL, xlwings) - Automating reports, repetitive tasks, and integrating Excel with external data sources

COURSE CODE: BAN-0305

COURSE TITLE: Digital Marketing Analytics: SEO, Social Media & Web Intelligence

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Introduction to Data Analytics and Fundamentals of Business Analytics, and CM1, CM2 and CM3. For business analytics students who wish to gain practical skills in web analytics and digital marketing. It bridges the technical aspects of search engine optimisation (SEO) with real-world business strategy, providing students with the tools to analyse, optimise, and measure the effectiveness of web marketing campaigns. The course covers key topics such as keyword research, SEO techniques (including Panda and Penguin algorithms), backlink strategies, and how to use web analytics tools like Google Analytics to assess marketing performance. Students will also learn to integrate SEO insights with business analytics to inform strategic decisions, track conversions, and optimise business outcomes. Ethical considerations, privacy issues, and the connection between social media and SEO will also be explored. By the end of the course, students will be able to apply SEO and web analytics to improve digital marketing efforts, enhance user experience, and support data-driven decision-making in business. While primarily aimed at business analytics students, the course is also relevant for marketing students seeking a deeper understanding of the technical side of digital marketing and analytics.

COURSE LEARNING OUTCOMES:

KLO1: Critically evaluate and apply web analytics tools and techniques to assess the effectiveness of digital marketing campaigns, providing data-driven recommendations to optimise business strategies and improve key performance indicators (KPIs).

KLO2: Demonstrate an advanced understanding of SEO strategies, including keyword optimisation, backlink development, and algorithmic adjustments (e.g., Panda and Penguin), and apply these strategies to enhance search visibility and digital performance.

KLO3: Analyse and interpret the role of SEO within digital marketing, demonstrating how SEO and web analytics intersect to influence traffic generation, engagement, and strategic business outcomes.

SLO1: Develop and implement comprehensive web analytics reports using Google Analytics, leveraging advanced features such as goal tracking, event setup, conversion analysis, and segmentation to present actionable insights for business improvement.

REQUIRED COURSE TOPICS:

1. Introduction to Web Analytics and Information Retrieval Systems

2. Understanding Search Engine Optimisation (SEO)

3. Keyword Research and Strategy

4. Advanced SEO Techniques: Optimizing for Search Engines

5. The Role of Backlinks and Algorithmic Optimization

6. Web Analytics and Google Analytics Overview

7. Connecting SEO and Analytics for Business Optimization

8. Business Analytics: Integrating Web Analytics into Business Strategy

9. Ethical SEO Practices and Privacy in Web Analytics

10. Advanced Reporting and Data Interpretation

11. Business Plans and Analytics: Using Data for Strategic Decisions

12. Integrating Social Media Analytics with SEO
13. Web Analytics for Conversion Rate Optimisation
14. Linking SEO, Analytics, and Business Outcomes

COURSE CODE: BAN-0400

COURSE TITLE: Advanced Machine Learning

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Introduction to Data Analytics and Fundamentals of Business Analytics, and CM1, CM2 and CM3. This advanced machine learning course dives deeply into sophisticated methods and cutting-edge techniques beyond foundational models, emphasizing both theoretical rigor and practical Python implementations. Students will explore advanced neural network architectures, including Transformers and Graph Neural Networks, and master generative modeling techniques such as Variational Autoencoders, GANs, and Diffusion Models. The curriculum incorporates representation learning through contrastive and self-supervised methods, advanced optimization algorithms, and robust reinforcement learning approaches, providing a comprehensive understanding of machine learning frontiers.

COURSE LEARNING OUTCOMES:

KLO1: Evaluate and differentiate advanced neural network architectures, generative models, and reinforcement learning techniques, identifying their suitability for complex machine learning problems.

KLO2: Critically analyze advanced optimization methods, representation learning, Bayesian deep learning, and causal inference frameworks, assessing their theoretical foundations and real-world applicability.

KLO3: Demonstrate comprehensive knowledge of interpretability, robustness, ethical considerations, and best practices for deploying large-scale machine learning models.

SLO1: Implement, optimize, and deploy complex machine learning models using Python and modern frameworks (e.g., PyTorch, TensorFlow, Hugging Face), effectively solving advanced real-world machine learning tasks.

REQUIRED COURSE TOPICS:

1. Review of Machine Learning Fundamentals, Linear Algebra, and Python Lab Setup

2. Advanced Neural Networks: CNN Architectures, ResNet, DenseNet, and Implementation

3. Advanced Neural Networks: CNN Architectures, ResNet, DenseNet, and Implementation

4. Attention Mechanisms, Transformers, and Text Classification with Hugging Face

5. Generative Models I: Autoencoders and Variational Autoencoders (VAEs)

6. Generative Models II: Generative Adversarial Networks (GANs) and Diffusion Models

7. Representation Learning: Contrastive and Self-Supervised Techniques (SimCLR, MoCo)

8. Advanced Reinforcement Learning: DQN, PPO, and Practical Applications

9. Graph Neural Networks (GNNs): Theory and Node Classification using PyTorch-Geometric

10. Explainability and Interpretability: SHAP, LIME, and Model Interpretations

11. Robustness and Generalization: Adversarial Attacks, Defenses, and Domain Adaptation

12. Causal Machine Learning: Causal Graphs, Inference, and Counterfactual Analysis

13. Clinic

14. Presentations

COURSE CODE: BAN-0401

COURSE TITLE: Big Data & Cloud Computing

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Introduction to Data Analytics and Fundamentals of Business Analytics, and CM1, CM2 and CM3. This course should not be taken if you have already completed BAN-B. This course builds on foundational knowledge in machine learning and structured data analytics to explore the transformative role of big data technologies and cloud computing in modern business environments. Designed as a progression from introductory analytics and AI courses, it equips students with the tools and frameworks needed to scale data-driven decision-making in high-volume, complex, and real-time contexts. Students will examine how organizations use cloud-based infrastructures and distributed computing platforms such as Hadoop and Spark to process and analyze large-scale datasets. The course emphasizes applied techniques in predictive analytics, personalization, segmentation, and real-time analytics through a blend of case studies and hands-on projects. Key topics include recommendation systems, sentiment analysis, and streaming analytics, all taught with a focus on business value. Practical application is paired with critical discussions of data ethics, governance, and the implications of AI at scale. Students will also explore the architecture of modern data ecosystems and understand how cloud services (e.g., AWS, Azure, Google Cloud) integrate with AI workflows to support scalable and agile decision-making. By the end of the course, students will be able to design and implement big data strategies that connect advanced analytics with business objectives. They will develop the confidence to apply these tools in real-world settings and lead data-driven initiatives across industries. This course builds on foundational knowledge in machine learning and structured data analytics to explore the transformative role of big data technologies and cloud computing in modern business environments. Designed as a progression from introductory analytics and AI courses, it equips students with the tools and frameworks needed to scale data-driven decision-making in high-volume, complex, and real-time contexts.

COURSE LEARNING OUTCOMES:

KLO1: Understand the fundamental concepts of artificial intelligence and big data analytics, and their impact on modern business practices.

KLO2: Analyze the role of data-driven decision-making in enhancing customer personalization, predictive analytics, and operational efficiency.

KLO3: Evaluate real-world case studies to explore how businesses leverage AI and big data for strategic advantages.

SLO1: Apply analytical tools and techniques to interpret complex data sets, generating actionable business insights for strategic decision-making.

REQUIRED COURSE TOPICS:

1. Introduction to AI and Big Data - definitions, landscape, and business impact

2. Machine Learning Fundamentals for Business Analytics - supervised/unsupervised learning, business examples

3. Predictive Analytics and Business Forecasting - regression, classification, and time series forecasting

4. Data Mining Techniques and Customer Insights - clustering, segmentation, and association rules

5. Personalization and Recommendation Systems - collaborative filtering, content-based methods in business

6. Big Data Technologies - overview of Hadoop, Spark, and integration with cloud platforms

7. AI in Marketing, Sales, and CRM - customer lifecycle, churn prediction, targeting strategies

8. Sentiment Analysis and Social Media Analytics - NLP techniques and brand perception analysis

9. Data-Driven Product Innovation - product development based on behavioral and preference data

10. Ethical Considerations in AI and Big Data - fairness, transparency, bias, and responsible AI

11. Real-Time Analytics and Decision-Making - event stream processing, dashboards, KPIs

12. Case Studies - AI and Big Data transformation stories from leading firms

13. Capstone Project - design a business-focused data strategy using AI/Big Data principles

14. Final Presentations and Reflections - present and critique project outcomes

COURSE CODE: BAN-0402

COURSE TITLE: Unsupervised Machine Learning

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Introduction to Data Analytics, Fundamentals of Business Analytics and Supervised Machine Learning, and CM1, CM2 and CM3. This course should not be taken if you have already completed BAN-A. This course provides a comprehensive introduction to unsupervised machine learning techniques, focusing on their practical applications in business analytics. Students will develop expertise in dimensionality reduction, learning to use Principal Component Analysis (PCA) to simplify high-dimensional datasets and enhance interpretability. The course covers clustering methods, including K-Means, Hierarchical Clustering, and DBSCAN, enabling students to discover hidden structures within data. Students will also explore cluster evaluation techniques such as Silhouette Score, Davies-Bouldin Index, and Discriminant Analysis, ensuring they can assess model quality effectively. Beyond clustering, the course introduces Market Basket Analysis (MBA) and Recommendation Systems, teaching students how to uncover consumer behavior patterns and optimize business decision-making. Students will gain hands-on experience with Natural Language Processing (NLP) for text clustering and topic modeling, as well as an introduction to deep learning approaches like Autoencoders and Generative Adversarial Networks (GANs) for unsupervised learning tasks. Practical sessions emphasize real-world business applications, including customer segmentation, fraud detection, recommender systems, and text analytics. Through hands-on coding, group projects, and interactive discussions, students will strengthen their ability to analyze data, evaluate models, and communicate insights effectively. Upon completion, students will be equipped to apply advanced unsupervised learning techniques to solve complex analytical challenges in various industries, from finance and marketing to healthcare and retail.

COURSE LEARNING OUTCOMES:

KLO1: Explain and compare key unsupervised learning techniques, including clustering, dimensionality reduction, and recommendation systems.

KLO2: Evaluate clustering quality using appropriate validation metrics, such as Silhouette Score, Davies-Bouldin Index, and Discriminant Analysis.

KLO3: Analyze and apply unsupervised learning models to business applications, including customer segmentation, market basket analysis, and NLP-driven insights.

SLO1: Implement and interpret unsupervised learning models using programming tools (Python/R) to generate meaningful business insights.

REQUIRED COURSE TOPICS:

1. Recap regression and classification

2. Principal Component Analysis (PCA) & Dimensionality Reduction

3. Evaluating & Communicating PCA

4. K-Means Clustering

5. Hierarchical Clustering

6. Cluster Evaluation & Validation Techniques (Silhouette Score, Davies-Bouldin)

7. Advanced Cluster Evaluation & Case Studies (Including Discriminant Analysis)

8. Recommendation Systems (Collaborative & Content-Based)

9. Market Basket Analysis & Association Rule Mining

10. Natural Language Processing (NLP) for Unsupervised Learning (Text Clustering)
11. Advanced NLP: Word Embeddings & Topic Modeling
12. Introducing Deep Learning for Unsupervised Learning (Autoencoders, GANs)
13. Clinic: Hands-on Practice & Final Project Support
14. Presentations

COURSE CODE: CHL-0100

COURSE TITLE: The Brand Challenge

CREDITS: 1.5

COURSE DESCRIPTION:

This course should not be taken if you have already completed CM1/CM3. The men's skincare industry in the Asian subcontinent is rapidly expanding, driven by evolving consumer preferences and increasing awareness of grooming. However, launching a new men's skincare product in this region presents unique challenges, including cultural perceptions, competitive pressures, and economic variations. The consulting team has been hired by a global personal care company to develop a market entry and brand growth strategy for a new all-in-one men's skincare cream in a selected country (e.g., India, Pakistan, Bangladesh, Sri Lanka, or Nepal). The consulting firm will choose one of the stated countries and analyze market dynamics, consumer insights, and financial feasibility to ensure a successful and sustainable launch. Key areas of focus include: 1. Industry & Consumer Analysis - Market size, growth trends, competitive landscape, and evolving grooming habits. 2. Brand Positioning & Marketing Strategy - Developing a differentiated positioning, product strategy, pricing model, distribution plan, and integrated marketing communications. 3. Economic & Financial Viability - Assessing consumer spending behaviors, pricing elasticity, demand forecasting, and profitability projections. The consultant will develop a strategic roadmap that ensures strong market positioning, financial viability, and long-term brand growth while addressing evolving consumer needs.

COURSE LEARNING OUTCOMES:

KLO1: Understand key market dynamics, consumer preferences, and competitive landscape in the men's skincare industry within the Asian subcontinent.

KLO2: Gain knowledge of strategic brand positioning, pricing models, distribution channels, and integrated marketing communication approaches for market entry.

KLO3: Develop an understanding of financial feasibility, demand forecasting, pricing elasticity, and return on investment (ROI) for a new product launch.

SLO1: Develop the ability to formulate a comprehensive market entry strategy, integrating marketing, finance, and economic considerations to ensure sustainable brand growth.

REQUIRED COURSE TOPICS:

1. Introduction to the Challenge and Men's Skincare Industry in the Asian Subcontinent

2. Competitive Landscape & Positioning Strategy

3. Consumer Behavior & Purchase Decision Drivers

4. Market Entry Strategy & Product Development Considerations

5. Branding & Communication Strategy for Skincare Products

6. The Marketing Mix Strategy (4Ps) - Product & Pricing Decisions

7. The Marketing Mix Strategy (4Ps) - Distribution & Retail Strategy

8. Integrated Marketing Communications (IMC) & Advertising Plan

9. Digital Marketing & Social Media Engagement

10. Economic & Consumer Spending Trends Post-Pandemic

11. Demand Forecasting & Market Growth Potential

12. Financial Feasibility & Budgeting for Market Entry

13. Profitability & ROI Analysis

14. Final Consulting Presentation & Strategy Recommendations

COURSE CODE: CHL-0101

COURSE TITLE: The Leading for Social Impact Challenge

CREDITS: 1.5

COURSE DESCRIPTION:

This course should not be taken if you have already completed CM1/CM2. This integrative leadership challenge empowers students to apply their knowledge from Leading in the Contemporary Business Environment, Financial Accounting, and Business Analytics to develop a practical solution for a pressing global issue. Modeled after the prestigious Hult Prize, the challenge immerses students in real-world problem-solving as they work in teams to analyze a significant social problem, assess its impact, and design a financially sustainable, operationally feasible business solution. Throughout the process, students will conduct strategic analysis, build financial models, and develop management strategies that ensure both viability and impact. Unlike a traditional start-up competition, the primary focus here is on crafting innovative, viable, research-driven solutions to a social problem. While this challenge is distinct from the Hult Prize, the experience will equip students with the leadership, strategic thinking, and analytical skills necessary to tackle complex global challenges - skills that may prove invaluable should they choose to compete for a Hult Prize ($1Million seed funding), in the future.

COURSE LEARNING OUTCOMES:

KLO1: Synthesize insights from leadership, financial accounting, and business analytics to develop a well-supported, strategic solution to a complex issue.

KLO2: Assess the feasibility and long-term viability of proposed strategies using structured decision-making frameworks and quantitative financial analysis.

SLO1: Communicate and defend a theoretically-sound, research-backed proposal, integrating leadership strategy, financial modeling, and market analysis in a compelling, professional format.

REQUIRED COURSE TOPICS:

1. Challenge Overview & Team Formation

2. Defining the Problem & Identifying Key Stakeholders

3. Applying Strategic Analysis (PESTEL, Market & Social Impact)

4. Evaluating Potential Approaches & Identifying Strengths, Risks, and Constraints

5. Refining the Approach & Developing a Strategic Framework for Execution

6. Assessing Feasibility & Evaluating Financial, Operational, and Organizational Considerations

7. Using Data to Inform Decision-Making

8. Midpoint Progress Review & Refining the Plan Based on Feedback

9. Anticipating Barriers & Leadership Strategies for Overcoming Obstacles

10. Refining the Plan Based on Financial & Market Insights

11. Communicating & Presenting a Compelling Plan

12. Finalizing & Stress-Testing the Strategy

13. Team Presentations to Panel

14. Feedback, Reflection & Course Wrap-Up

COURSE CODE: CHL-0200

COURSE TITLE: The Investment Challenge

CREDITS: 1.5

COURSE DESCRIPTION:

Pre-requisite required: CM1, CM2 and CM3. This course should not be taken if you have already completed FIN-1. This course provides students with a comprehensive understanding of stock investment and management, equipping them with the skills and knowledge necessary to analyze financial markets and make informed investment decisions. The course begins with an introduction to the Investment Challenge in a stock investment software program, where students learn the fundamentals of investment strategies and risk assessment. As part of the learning experience, students will develop a team charter, fostering collaboration and decision-making within an investment team. Students will explore key aspects of constructing an initial investment portfolio, gaining hands-on experience in selecting stocks based on financial data and market trends. They will learn to read and interpret annual reports of publicly traded companies, as well as conduct financial statement analysis using key financial ratios to evaluate corporate performance. Further, students will gain insights into the role of financial analysts by understanding analyst reports and applying both top-down and bottom-up approaches to market research, incorporating economic, industry, and company-specific analysis. The course introduces modern investment tools, including AI-driven investment decision-making, allowing students to explore how technology influences stock selection and trading strategies. Students will also study technical analysis, learning to interpret stock charts and trading volumes. Ethical considerations in investing will be discussed, ensuring students understand responsible and sustainable investment practices. The course concludes with a comprehensive investment challenge, where students apply their knowledge by formulating an Investment Reports, ranking portfolios, and presenting their Stock Investment Challenge results in a professional setting.

COURSE LEARNING OUTCOMES:

KLO1: Develop a comprehensive understanding of stock market operations, investment principles, and portfolio management. They will explore how financial markets function, the importance of financial statements, and the role of economic and industry analysis in investment decisions.

KLO2: Learn how to interpret and evaluate annual reports, financial statements, and financial ratios to assess corporate performance. They will also analyze financial analysts? reports and apply both top-down and bottom-up research approaches to identify investment opportunities.

SLO1: Apply investment principles to construct, manage, and evaluate a stock portfolio. They will develop an Investment Policy Statement (IPS), justify their investment choices using financial data and analysis, and present their findings effectively in a professional setting as part of the Stock Investment Challenge.

REQUIRED COURSE TOPICS:

1. Introduction to Investment Challenge: Stock Investment Software Program

2. Building a Team Charter

3. Constructing an initial Portfolio & Writing an initial investment Report

4. Using Annual Reports of companies

5. Financial Statement Analysis with Ratios

6. Using Financial Analysts' Report

7. Top-down Analysis: Economic Outlook, Industry Overview, and Company Analysis (competitive position, porter's 5)

8. Bottom-up Analysis: Business Analysis, Earnings Call Conference.

9. Investment Decision using AI

10. Technical Analysis (Charts and Volume)

11. Ethical Issues in the Investment

12. Ranking, Results, and Presentation Prep.

13. Writing an Investment Report

14. Investment Challenge Presentation

COURSE CODE: CHL-0300

COURSE TITLE: Hult Business Challenge

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: CM1, CM2 and CM3. A minimum of 75 credits is required to apply to take this course, and 90 credits must be earned by the start of the course. This course should not be taken if you have already completed CM8. The Hult Business Challenge (HBC) serves as a capstone project for the BBA degree. It is intended to give students experience of real business practice and problems. As part of the challenge, students will develop ideas for overcoming corporate problems, develop and test their ideas, and build a plan that is executable. As with any real-world business challenge, the journey will require discipline and resilience. Students adaptive thinking, talent for influencing, and ability to gain results through collaboration will be put to the test. To be successful, students will need to demonstrate an ability to think and work independently, understand content and context to narrow the scope of the project, search for essential information and state relevant questions, work collaboratively as a team, influence a range of relevant stakeholders and, ultimately present some viable business solutions for the corporate challenge.

COURSE LEARNING OUTCOMES:

KLO1: Synthesize and apply functional business knowledge from a variety of disciplines.

KLO2: Conduct research around a business problem posed by the client company.

SLO1: Practice and perfect the team-building, peer teaching and leadership skills you have learnt about and experimented with throughout your journey at Hult so far.

REQUIRED COURSE TOPICS:

1. Introduction to the Challenge // Introduction to Corporate Citizenship

2. Challenge Kick-Off with Client Company // Leadership: Leadership Styles

3. Core Skills Review // Corporate Citizenship The Corporation as a Citizen: Understanding the Concept

4. Touchpoint 1 with Client // Careers: Preparation for the Workforce

5. Live Client Challenge: Phase 1 Report Assignment Review // Leadership: Leadership Models

6. Careers: Portfolio Session // Leadership: Emotional Intelligence

7. Touchpoint 2 with Client // Careers session

8. Leadership: Intercultural Communication // Corporate Citizenship: The Four Faces of Corporate Citizenship

9. Leadership: Initiative and Problem-Solving// Corporate Citizenship: Ethical Dilemmas

10. Leadership: case depending on client / challenge // Corporate Citizenship: Case depending on client / challenge

11. Touchpoint 3 with Client // Phase 2 Assignment Overview

12. Skills session// wrap-up before presentations

13. Semi-Final Presentations

14. Final Presentations // Presentation feedback

COURSE CODE: DSN-0300

COURSE TITLE: Design Fundamentals

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: CM1, CM2 and CM3. This course should not be taken if you have already completed DSN-1. Foundations of Visual Communication Design is more than aesthetics - it is about functionality, impact, and problem-solving. This course introduces students to the core principles of design and their application across digital, print, and experiential platforms. Through interactive, challenge-based learning, students will explore composition, symbolism, applied creativity, experimentation, and project planning. Working on real-world briefs, including a collaboration with a defined challenge client, students will develop a critical understanding of how design can drive change. By mastering the tools, frameworks, and historical context of design, students will gain the confidence to create visually compelling, audience-focused solutions that influence business, communication, and social change.

COURSE LEARNING OUTCOMES:

KLO1: Develop an appreciation for design history, frameworks, and tools, using audience-focused models to create more effective communication.

KLO2: Understand how elements like colour, typography, and layout contribute to making design relevant, engaging, and impactful.

KLO3: Apply creativity strategically across various contexts while considering audience needs and social impact.

SLO1: Design Fundamentals Mastery - Apply core design principles, including composition, typography, and color theory, to create visually compelling branding and marketing materials.

REQUIRED COURSE TOPICS:

1. Orientation
2. Brand
3. Creative storytelling & briefing
4. Audience
5. Who, what, where, why
6. The art of persuasion
7. Visualisation
8. Cross-channel connections
9. Iteration
10. UX/UI and prototyping
11. Refinement & Change
12. Pitch & Present
13. Answering business problems with ideas

COURSE CODE: DSN-0301

COURSE TITLE: Design for Business

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Design Fundamentals, and CM1, CM2 and CM3. This is advanced Design for Business: This module explores the role of creativity in shaping innovative businesses. Building on fundamental creative skills, students will delve into strategic foresight, ideation, prototyping, conceptualisation, storytelling, collaboration, and UX/CX thinking. By applying these skills to a range of briefs across graphic design, branding, digital, marketing, and experiential domains, students will develop the ability to create relevant and impactful designs. The course challenges students to rethink traditional communication and collaboration, equipping them with the tools and frameworks to lead change in business contexts.

COURSE LEARNING OUTCOMES:

KLO1: Develop a comprehensive understanding of audience-focused, cross-channel design, using relevant tools, processes, and frameworks.

KLO2: Gain an in-depth understanding of how visual elements (colour, typography, imagery, etc.) and journey planning influence design effectiveness for distinct audiences.

KLO3: Extend creative abilities across various design disciplines while evaluating both emotional and rational impacts in business communication.

SLO1: Build extended confidence in applying design thinking, advanced visual skills, and copywriting to create user-centered, impactful design solutions.

REQUIRED COURSE TOPICS:

1. Curiosity
2. Design for commerce
3. Consciousness
4. Motivations and Triggers
5. Making the complex simple
6. Initiative
7. Applying typography, tension & drama
8. legibility and access
9. Reflection
10. Testing for creative comms with peers and the addressable audience
11. Adaptability
12. Iteration
13. Ownership
14. Presentation

COURSE CODE: DSN-0302

COURSE TITLE: Design Thinking in Practice

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: CM1, CM2 and CM3. Design thinking creates social impact & introduces students to the design thinking process, focused on addressing a socially relevant issue through innovative problem-solving. Students will engage with research to understand the social, political, and economic dynamics influencing the selected problem. Drawing on design thinking principles (double diamond in particular), students will engage with stakeholders or affected communities, define the problem space, and develop actionable solutions. We seek inspiration from nature and chaos. We look at the work of DaVinci, the Bauhaus, Claus Odenburg, Eros Sarrien, Cristo, DaVinci, Le Corbusier and others to design for human scale. A variety of ideation techniques to create prototypes will be tested with potential users. In the final phase of the course, students will prepare a comprehensive proposal, which can serve as a foundation for future funding applications to grant agencies and start-up supporters. By the end of the course, students will have honed their ability to apply design thinking and creativity to real-world challenges, while preparing to launch initiatives that can make a tangible impact.

COURSE LEARNING OUTCOMES:

KLO1: Articulate the dynamics and challenges of addressing a specific area of global or local social need, incorporating social, political, and economic contexts.

KLO2: Apply design thinking methods and creative problem-solving techniques to develop actionable business solutions for social innovation challenges.

KLO3: Identify strategies for securing funding and support for social innovation projects by effectively presenting creative and actionable proposals to stakeholders

SLO1: Creative Problem-Solving & practising professional empathy - Utilize design thinking methodologies to identify business challenges, generate innovative ideas, and develop impactful visual solutions.

REQUIRED COURSE TOPICS:

1. Defining Social impact

2. Empathy / site investigation

3. Observation / brief analysis

4. Inclusive design (inc social enterprise)

5. sustainability in design, execution and recognition of human/environmental needs

6. Ideation

7. Concept design (25 ideas)

8. Design development (ideas clearance)

9. Prototyping

10. Detailed design finalisation

11. Testing

12. Primary research & presentation

13. Stakeholder analysis identifying funding opportunities

14. Long-term deployment strategies

COURSE CODE: DSN-0303

COURSE TITLE: The Art of Attention: Creativity in Advertising & Marketing

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: CM1, CM2 and CM3. The Art of Attention: Advertising and Marketing Creatively equips students with the skills to break through the noise of today's crowded marketplace. This course explores opportunity recognition, teaching students how to identify gaps in the creative market and develop compelling propositions that resonate with diverse audiences. By analyzing successful UK, US, and international campaigns, students will learn what makes brands memorable and how creativity fuels commercial success. From concept to execution, students will gain hands-on experience in transforming ideas into full-scale marketing campaigns. They will explore techniques in storytelling, visual communication, and innovative branding strategies to craft advertising that captivates and engages. The course will also cover cross-cultural marketing considerations, helping students tailor their creative approaches for different global audiences. By the end of the course, students will have developed a portfolio-ready campaign, preparing them for careers in advertising, branding, and strategic marketing.

COURSE LEARNING OUTCOMES:

KLO1: Identify opportunities and gaps in the creative market to develop compelling advertising and marketing propositions.

KLO2: Apply innovative storytelling and branding techniques to create impactful campaigns for UK, US, and international audiences.

KLO3: Develop and present a strategic marketing campaign that captures attention and drives engagement across multiple markets.

SLO1: Strategic Brand Development - Integrate design and marketing strategies to craft cohesive branding campaigns that attract investment, engagement, and customer loyalty.

REQUIRED COURSE TOPICS:

1. Curiosity

2. What triggers sparks their interest enough to want to be associated with a product or brand

3. Defining USP and WWWW

4. Consciousness

5. Activating addressable audiences with visual emotion

6. Initiative

7. Lead conversations and push the boundaries of compelling calls to action.

8. Adaptability

9. Adaptation for different markets, audiences and territories

10. Iteration

11. Ownership

12. Craft and iteration

13. Use design, layout, typography, color and visuals, (static or animated) to create a compelling and persuasive message.

14. Presentation & ownership

COURSE CODE: DSN-0401

COURSE TITLE: Adobe for Business Creativity

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: CM1, CM2 and CM3. This 14-week elective course introduces business students to Adobe Creative Suite as a powerful tool for branding, marketing, and entrepreneurial ventures. Through hands-on learning, students will explore key design principles and develop essential skills in Photoshop, Illustrator, and InDesign. The course begins with an introduction to design fundamentals, followed by in-depth training in image manipulation, vector graphics, and page layout. Students will then extend their knowledge to illustration, animation, and social media applications, learning how to craft compelling visual content for digital marketing. In the final phase, students will apply their skills to develop a creative branding and marketing campaign using Adobe tools. They will showcase their work in a final project, preparing them for career opportunities in marketing, design, and entrepreneurship. By the end of the course, students will be equipped to present ideas effectively, enhance brand identity, and attract investment through visually engaging storytelling.

COURSE LEARNING OUTCOMES:

KLO1: Demonstrate proficiency in Adobe Creative Suite for image manipulation, vector graphics, and page layout.

KLO2: Apply design principles to create compelling branding and marketing materials for business ventures.

KLO3: Develop a professional creative campaign that effectively communicates ideas to attract support and investment.

SLO1: Digital & Print Design Proficiency - Demonstrate proficiency in industry-standard design tools (e.g., Adobe Creative Suite) to produce high-quality digital, social media, and print assets.

REQUIRED COURSE TOPICS:

1. Orientation
2. Design fundamentals
3. Image manipulation
4. Retouching, compositing, and effects
5. Logo, icon and graphic creation
6. Illustration
7. Creative typography
8. Creative workflow
9. Advanced page design for print
10. Digital publishing
11. Extension
12. Application
13. Branding & marketing with adobe tools final project showcase
14. Career pathways in design

COURSE CODE: DSN-0402

COURSE TITLE: Mindful Design and Visualization

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: CM1, CM2 and CM3. This course is consideration through creativity. It offers students a powerful antidote to the fast-paced modern world, using design, visualization, and creative thinking as tools for reflection and clarity. With research showing that we retain 80% of what we see or do compared to just 20% of what we read or hear, this course embraces visual communication to enhance self-awareness and decision-making. Students will develop confidence in sketching as a quick and effective way to express abstract concepts and communicate ideas. Through observational drawing, field trips, visual mapping, and storyboarding, they will create personal visual narratives that help them identify objectives, spot trends, and anticipate opportunities. By exploring design thinking as a method of self-discovery, students will gain a deeper understanding of where they are, where they have been, and where they are headed - both personally and professionally. By the end of the course, students will be able to harness creativity to enhance strategic thinking, personal insight, and business decision-making.

COURSE LEARNING OUTCOMES:

KLO1: Develop visual storytelling skills to communicate complex ideas with clarity and confidence.

KLO2: Use design thinking and sketching techniques for self-reflection, problem-solving, and strategic decision-making.

KLO3: Create personal visual maps that enhance awareness, goal-setting, and business insight.

SLO1: Visual Communication for Business people - Develop and present ideas and paths of thinking as design solutions that effectively communicate identity, values, and messaging across all meetings, collaborations and reporting scenarios

REQUIRED COURSE TOPICS:

1. Scene setting - knowing self and other in creativity

2. Sketch notes - what they do and how to approach them

3. Drawing tablets vs. traditional drawing (demo)

4. Stream of consciousness drawing

5. Mind maps - where, how and what to use them for

6. Timeline projections (past and future)

7. Pataphysics and the science of imagination

8. Visualization techniques and finding your style

9. Collage, print and texture (craft)

10. Observation techniques to enhance mindfulness

11. Urban/café sketching, contour drawing

12. Comic books, stylisation and serial storytelling

13. Sequential graphics and infographic iteration

14. Showcase prep and pitch

COURSE CODE: ECN-0100

COURSE TITLE: Principles of Microeconomics

CREDITS: 3

COURSE DESCRIPTION:

This course should not be taken if you have already completed CM1/CM2. An introduction to the foundational concepts and key themes of Microeconomics.

COURSE LEARNING OUTCOMES:

KLO1: Demonstrate an understanding of key microeconomic phenomena and the concepts used to understand them

KLO2: Apply economic reasoning and well constructed argument in analysis of key microeconomic phenomena, and disputes over theory and policy

KLO3: Provide intelligent economic analysis of a variety of real world cases and data.

SLO1: Research use and interpret microeconomic data and sound logical inferences in written and verbal analysis.

REQUIRED COURSE TOPICS:

1. Intro to microeconomics and 'the economic problem'

2. Supply and Demand Curves and what determines them

3. The interaction of supply and demand and the concept of equilibrium

4. Elasticity

5. Theory of consumer behaviour

6. Firms, their costs and decisions - short term

7. Firms, their costs and decisions - long term and scale economies

8. Perfect Competition and Monopolistic competition

9. Oligopoly, Monopoly and anti-Trust policy

10. Heterodox theories of competition and Technology - from Marx to Schumpeter

11. Heterodox theories of consumer choice - a brief introduction to Behaviourism and other alternatives to homo economicus

12. Work, Wages and income - competing views of income and wealth distribution - from marginal productivity to power and property

13. Market Failure

14. Market failures and policy - debates: From climate change policy to minimum wage

COURSE CODE: ECN-0200

COURSE TITLE: Principles of Macroeconomics

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Principles of Microeconomics, and CM1, CM2 and CM3. This course should not be taken if you have already completed CM5. An introduction to the foundational concepts and key themes of Macroeconomics. It complements the Principles of Microeconomics course. The purpose is to enable students to think about the economic environment as a whole, and to grasp the logic and implications of macroeconomic policy. Students study key macroeconomic indicators and how they relate to each other; key aspects of macroeconomic policy; major macroeconomic trends, fluctuations and problems (such as inflation and unemployment).

COURSE LEARNING OUTCOMES:

KLO1: Demonstrate an understanding of key macroeconomic phenomena and the concepts used to understand them - and of key disputes between opposing theoretical viewpoints and policy prescriptions

KLO2: Apply economic reasoning and well constructed argument in analysis of key macroeconomic phenomena, policy issues and macroeconomic disputes

KLO3: Provide intelligent economic analysis of a variety of real world cases and data.

SLO1: Research use and interpret macroeconomic data and sound logical inferences in written and verbal analysis.

REQUIRED COURSE TOPICS:

1. Intro to Macroeconomics as a field and aggregate Macroeconomic indicators

2. Concepts and diagrams of Aggregate Output and Demand and the Circular Flow

3. Income, expenditure and the determinants of demand

4. Investment, profit, credit and determinants of aggregate supply

5. Classical/Neoclassical views of the Macroeconomy

6. The Keynesian view of the Macroeconomy

7. Heterodox and radical views of the macroeconomy

8. Unemployment, recessions and the business cycle

9. Analysing inflation

10. Government spending and fiscal policy

11. Banks, money and monetary policy

12. How exchange rates are determined and how they relate to policy

13. Financial crashes and panics

14. Analysing Long run Growth and its determinants

COURSE CODE: ECN-0300

COURSE TITLE: Intermediate Microeconomics: Theory & Applications

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Principles of Microeconomics and Principles of Macroeconomics, and CM1, CM2. This course offers a comprehensive introduction to intermediate microeconomic theory, with a strong emphasis on applied microeconomic techniques and analysis. The course builds upon introductory-level economic concepts and develops students' ability to apply microeconomic models and analytical tools to practical business and policy questions. Students will explore topics such as consumer choice theory, production and cost analysis, market structures ranging from perfect competition to monopoly and oligopoly, welfare economics, and the economics of externalities and public goods. Special attention will be given to applied microeconomic techniques, including the estimation of demand functions (for consumers and producers), applied elasticity analysis, and empirical approaches to market structure and pricing strategies using tools such as Game Theory. This course will equip students with analytical tools and quantitative techniques to evaluate economic data, test models, and apply economic reasoning to business and policy decisions. Through problem solving, data analysis and case studies, students will apply microeconomic theory to real-world topics such as consumer behavior, pricing strategies, and government interventions. By the end of the course, students will be able to evaluate policy impacts and analyze firm behavior across different market structures, preparing them for advanced coursework and careers in consulting, business analytics, and economic research.

COURSE LEARNING OUTCOMES:

KLO1: Understand the theoretical foundations of consumer and producer behavior, market equilibrium, and the welfare implications of different market structures using formal models.

KLO2: Evaluate how different market structures and government policies affect market efficiency, welfare, and resource allocation, with attention to externalities and public goods.

KLO3: Assess microeconomic theories and models in terms of their policy implications, advantages and limitations.

SLO1: Analyze firm behavior under different market conditions, linking theory to empirical data and real-world decision-making.

SLO2: Use microeconomic reasoning and models to assess real-world policy issues, such as taxation, subsidies, regulation, and policies addressing market failures.

REQUIRED COURSE TOPICS:

1. Consumer Theory & Demand Estimation: Preferences, utility, demand functions, elasticity estimation

2. Production & Cost Functions: Short run vs Long run costs, production data analysis

3. Perfect Competition & Market Efficiency: Competitive equilibrium, welfare analysis

4. Monopoly & Pricing Strategies: Pricing power, price discrimination, real-world pricing cases

5. Oligopoly & Game Theory: Strategic firm behavior, Nash equilibrium, applied competition analysis

6. Externalities, Public Goods & Market Failures: Policy tools- taxes, subsidies, regulations

7. Asymmetric Information & Market Design: Adverse Selection, Moral Hazard, signalling in real markets

8. Applied Demand Estimation: Using data to estimate demand curves & forecast consumer behavior

9. Pricing Applications: Dynamic pricing, auctions, platform pricing strategies

10. Labor Markets & Wage Determination: Labor supply & demand, minimum wage impacts

11. Behavioral Economics: decision biases, bounded rationality, real-world nudges

12. Public Policy & Regulation: Antitrust, competition policy, policy evaluation using data

13. Applied Game Theory in Business & Policy: Strategic interaction in pricing wars, auctions, and negotiations

14. Microeconomic Policy Analysis: Case studies evaluating real-world policy outcomes with data

COURSE CODE: ECN-0301

COURSE TITLE: Intermediate Macroeconomics: Theory & Policy

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Principles of Microeconomics and Principles of Macroeconomics, and CM1, CM2 and CM3. This course provides an in-depth exploration of macroeconomic theory and policy, focusing on economic growth, business cycles, inflation, unemployment, and fiscal and monetary policy. Students will examine classical and Keynesian models, as well as modern macroeconomic frameworks used to analyze national and global economies. The course emphasizes the application of theoretical models to real-world economic issues, equipping students with the analytical tools necessary to assess macroeconomic policies and their impact on economic stability and growth.

COURSE LEARNING OUTCOMES:

KLO1: Apply key macroeconomic models to understand economic growth, business cycles, and policy effectiveness.

KLO2: Evaluate the impact of fiscal and monetary policies on inflation, employment, and output

KLO3: Examine macroeconomic policy challenges in both closed and open economies, including exchange rate dynamics and financial crises.

SLO1: Analyze macroeconomic indicators to assess economic performance and trends.

SLO2: Gather data to test models and theories learned in class.

REQUIRED COURSE TOPICS:

1. Introduction to Macroeconomic Theory/ National Income Accounting and Economic Indicators
2. Economic Growth Theories: Solow Model and Endogenous Growth
3. Business Cycles and Economic Fluctuations
4. Classical and Keynesian Macroeconomic Models
5. Aggregate Demand and Aggregate Supply Analysis
6. Consumption, Savings, and Investment Theories
7. Monetary Policy and the Role of Central Banks
8. Fiscal Policy and Government Budgeting
9. Inflation and Unemployment: The Phillips Curve
10. Open Economy Macroeconomics: Exchange Rates and Trade Balance
11. The IS-MP Model and Interest Rate Determination
12. The AD-AS Model and Policy Implications
13. Macroeconomic Policy Debates: Rules vs. Discretion
14. Financial Crises and Macroeconomic Stabilization

COURSE CODE: ECN-0302

COURSE TITLE: The World Economy

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Principles of Microeconomics and Principles of Macroeconomics, and CM1, CM2 and CM3. An introduction to the contemporary world economy, using a political economy approach, focusing on international dimensions of macroeconomics and comparative political economy of national variety. The course examines theories, patterns of, and debates about trade and trade policy; transnational production and investment; the international financial and monetary system; the variety of national capitalisms, and the changing relationship between states and markets, from the birth of the modern world economy to the present 'crisis of globalisation'.

COURSE LEARNING OUTCOMES:

KLO1: Understand and explain the dynamics, relationships and processes shaping the contemporary world economy: This includes international trade, production and monetary-financial relations.

KLO2: Deploy economic concepts in analysis of key international macroeconomic phenomena and policies.

KLO3: Understand and critically discuss key concept and theories of comparative political economy and national capitalist variety.

SLO1: Use economic ideas and logic to analyse data and critically assess arguments, in writing and verbally

REQUIRED COURSE TOPICS:

1. The Modern Capitalist World Economy. Overview of key characteristics

2. Brief History of the changing relation of modern states and markets

3. International trade theory, the free trade case and its critics

4. Political Economy of trade policy and the international trade regime

5. International Money and Payments

6. The variety of international monetary systems

7. The era of global financial liberalism and its consequences

8. Distribution of production and investment - forces of clustering and concentration

9. Production and investment - forces of diffusion and transnational production

10. Variations in national political economy - models of capitalist variety

11. Variations in national political economy - comparing models. Coordinated/social models versus liberal 'free market'

12. Economic Development and National Variety - the catch-up state capitalisms of East Asia

13. International competition coordination and crisis - select case studies

14. Competition coordination and crisis - recent developments (from globalism to competitive nationalism and new tensions)

COURSE CODE: ECN-0303

COURSE TITLE: Monetary Economics

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Principles of Microeconomics and Principles of Macroeconomics, and CM1, CM2 and CM3. This course explores the role of money and monetary policy in the economy, focusing on their impact on inflation, interest rates, economic growth, and financial stability. Topics include the role of banks in the creation of money, the demand for and supply of money, the functions and objectives of central banks, the transmission mechanisms of monetary policy, and the interaction between monetary and fiscal policies. Students will analyze theoretical models and real-world applications to understand how monetary systems influence economic performance. The course provides a foundation for careers in economics, finance, and policymaking.

COURSE LEARNING OUTCOMES:

KLO1: Analyze the role of money in an economy and evaluate its impact on inflation, interest rates, and economic growth

KLO2: Examine the functions and tools of central banks and their effectiveness in implementing monetary policy under different economic conditions.

KLO3: Assess the interaction between monetary and fiscal policies and their implications for financial stability and economic performance.

SLO1: Access financial data and utilize it to it to test models and theories learned in class.

REQUIRED COURSE TOPICS:

1. Introduction to Money and Monetary Economics

2. Functions and Properties of Money

3. The Demand for and Supply of Money

4. Money Creation and the Banking System

5. Interest Rate Determination and Term Structure

6. The Role of Central Banks and Monetary Policy Tools

7. Inflation, Deflation, and Price Stability

8. Monetary Policy Transmission Mechanisms

9. The Interaction Between Monetary and Fiscal Policy

10. Monetary Policy in Open Economies and Exchange Rate Dynamics

11. Financial Crises and the Role of Monetary Policy

12. The Impact of Digital Currencies and Financial Innovation

13. Rules vs. Discretion in Monetary Policy

14. Case Studies in Monetary Policy and Economic Stability

COURSE CODE: ECN-0304

COURSE TITLE: Behavioral Economics

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Principles of Microeconomics and Principles of Macroeconomics, and CM1, CM2 and CM3. This course connects the fields of psychology, economics, and game theory to present transformation in explaining the behavior of economic agents from the assumption of perfect rationality towards observed patterns of economic behavior and decisions that are not based on such strict assumptions.

COURSE LEARNING OUTCOMES:

KLO1: Compare and contrast traditional economic models of rational decision-making with behavioral economic theories, highlighting key deviations from the assumption of perfect rationality.

KLO2: Analyze how cognitive biases, heuristics, and social influences shape economic decisions, using insights from psychology and game theory.

KLO3: Evaluate the implications of behavioral economics on policy-making, business strategy, and market behavior, considering real-world applications and case studies.

SLO1: Apply behavioral economic concepts to assess and predict decision-making patterns in different economic and business environments, using empirical data and experimental methods.

REQUIRED COURSE TOPICS:

1. The Nature of Behavioral Economics - Introduction to behavioral economics and its departure from traditional rational-choice models.

2. Values, Preferences, and Choices - How individuals form preferences, assign value, and make economic decisions under uncertainty.

3. Prospect Theory and Loss Aversion - Understanding how people perceive gains and losses asymmetrically, leading to risk-averse or risk-seeking behavior.

4. Heuristics - Mental shortcuts that simplify decision-making but can lead to systematic biases and errors.

5. Framing Effects - How different presentations of the same information influence decision-making and risk perception.

6. Visceral Factors - The role of emotions, hunger, pain, and other physical states in shaping economic choices.

7. Self-Evaluation Biases - Cognitive distortions in self-assessment, such as overconfidence and hindsight bias.

8. Magical Beliefs - The impact of superstitions, irrational expectations, and non-scientific reasoning on economic behavior.

9. Social Norms - How cultural expectations and peer influence shape economic and consumer decisions.

10. Causes of Irrationality - The psychological and environmental factors leading individuals away from rational economic behavior.

11. Time Inconsistency and Hyperbolic Discounting - Why individuals struggle with long-term planning and often prioritize short-term rewards.

12. Behavioral Game Theory - How real-world strategic interactions deviate from traditional game theory predictions due to bounded rationality and emotions.

13. Nudging and Choice Architecture - How policymakers and businesses can design environments that guide better decision-making.

14. Behavioral Insights in Public Policy and Business - Applications of behavioral economics in policymaking, marketing, and organizational management.

COURSE CODE: ECN-0305

COURSE TITLE: The Process of Development

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Principles of Microeconomics and Principles of Macroeconomics, and CM1, CM2 and CM3. This course investigates the characteristics and causes of development and underdevelopment in nations. It also evaluates programs designed to stimulate economic growth in these countries. This includes classical and contemporary models of development. Also various but rotating themes such as: nature's inequities, colonial legacies, the problems of rural poverty and urbanization, the role of the state in promoting development, trade, technology acquisition, foreign direct investment and forms of capital flow, case studies of successful catch up, the role of institutions and industrial policy.

COURSE LEARNING OUTCOMES:

KLO1: Identify the characteristics of developing countries and how they differ from each other, identify barriers to development

KLO2: Show knowledge of the main theoretical paradigms and a range of cases to understand the process of development.

KLO3: Show knowledge how public policy can affect economic development in developing countries, and assess the relative successes and failures of competing policy paradigms

SLO1: Interpret and critically analyze research findings related to economic development

SLO2: Effectively communicate economic development concepts and policy proposals both orally and in writing.

REQUIRED COURSE TOPICS:

1. What is development and how to measure it

2. Historical perspective. Industrialisation and catch up in the West. (How the rich nations became rich)

3. Historical perspectives. The West and the rest...and the legacy of colonialism and inequality

4. Classical and neoclassical theory of Development

5. Developmentalist theories and the experience of state led development (ISI)

6. Heterodox and Radical theory and explanations of world market polarisation

7. The Neoliberal counter revolution in theory and practice

8. Post war state capitalist catch up and theory of 'Developmental' and 'Embedded' states; And case studies of East Asia

9. Theory and stages: "Easy ISI" the first transformation

10. Theory and stages: Strategy switching: Beyond easy ISI and why it is so rare

11. New Themes on contemporary policy thought: Industrial policy, Institutions, Good Governance and critics.

12. Various country cases and aspects of policy

COURSE CODE: ECN-0306

COURSE TITLE: The Economics of Institutions & the Hidden Engines of Change

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Principles of Microeconomics and Principles of Macroeconomics, and CM1, CM2 and CM3. Explore the transformative power of institutional thinking and discover how the rules and structures governing our society shape economic outcomes and social innovation. This course offers a fresh perspective on the hidden frameworks that drive business strategies, public policy, and community initiatives. Rather than simply memorizing theories, you will engage in interactive discussions and hands-on case studies that reveal how innovative governance models have led to ground-breaking reforms-from progressive regulatory policies and sustainable resource management to the rise of digital platforms that redefine commerce. By examining real-world examples and practical applications, you'll learn to identify the underlying forces behind entrepreneurial ecosystems and public policy transformations in an era of rapid technological change. This course empowers you with the tools to analyze how well-crafted institutions can foster economic resilience, promote social equity, and drive environmental sustainability. Whether you are interested in influencing policy, spearheading innovative business practices, or simply understanding the intricate dynamics of our economic systems, this course will challenge conventional wisdom and spark new ways of thinking. Join us to transform your perspective on economics and become a catalyst for positive change in today's interconnected world.

COURSE LEARNING OUTCOMES:

KLO1: Mastery of Institutional Economics Theory and Concepts

KLO2: Institutional Analysis Techniques (Quantitative and Qualitative)

KLO3: Comparative Institutional Analysis (Case Method)

SLO1: Critical Literacy

REQUIRED COURSE TOPICS:

1. Introduction to Institutional Economics

2. Foundations of Institutional Thought: Veblen and Commons

3. Coase's The Nature of the Firm

4. Williamson-s Evolution of Transaction Cost Economics

5. Coase's The Problem of Social Cost

6. Governance of the Commons: Ostrom-s Innovations

7. Douglass North: Institutions, Path Dependence, and Economic Performance

8. Institutions and Economic Development: Inclusive vs. Extractive Frameworks

9. Comparative Institutional Analysis: Methods and Critiques

10. Institutions in Public Policy and Regulation

11. Informal Institutions and Social Norms

12. Technology, Innovation, and Institutional Change

13. Case Studies Workshop: Theory Meets Practice

14. Future Directions in Institutional Economics

COURSE CODE: ECN-0309

COURSE TITLE: Economics of Sustainable Development

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Principles of Microeconomics and Principles of Macroeconomics, and CM1, CM2 and CM3. This course looks into the economic dimensions of sustainable development, addressing the balance between economic growth, environmental sustainability, and social equity. Students will explore economic theories related to sustainability, policies promoting green growth, and the role of international organizations in shaping sustainable development. Through research and case studies, students will critically assess global initiatives and policy frameworks aimed at fostering long-term economic and environmental resilience.

COURSE LEARNING OUTCOMES:

KLO1: Understand the relationship between economic growth, environmental policy, and social equity.

KLO2: Analyze economic models related to sustainability and development

KLO3: Assess the role of local, national and international institutions in promoting sustainability

SLO1: Develop solutions to address sustainability challenges in business and policy

SLO2: Present research results in written and oral presentations

REQUIRED COURSE TOPICS:

1. Principles of Sustainable Development
2. The Role of Economic Growth in Sustainability
3. Environmental Economics and Market Failure
4. Natural Resource Management and the Circular Economy
5. The Green Economy and Low-Carbon Transition
6. Global Climate Finance and Investment Mechanisms
7. The Economics of Renewable Energy
8. Social Equity and Sustainable Development Goals (SDGs)
9. Carbon Pricing and Market-Based Instruments
10. The Role of International Organizations (UN, World Bank, IMF)
11. Sustainable Agriculture and Food Security
12. Policy Frameworks for Sustainable Development
13. Corporate Sustainable Strategies
14. Measuring Sustainability: Metrics and Indicators

COURSE CODE: ENT-0300

COURSE TITLE: Securing Entrepreneurial Finance

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Entrepreneurship, and CM1, CM2 and CM3. This course should not be taken if you have already completed ENT-B. Entrepreneurs must secure the right financial resources to scale their ventures while maintaining control and long-term sustainability. This course provides a comprehensive understanding of funding options available to startups and growing businesses, helping students develop the strategic financial acumen needed for entrepreneurial success. Students will explore dilutive financing, including how venture capital (VC) firms operate, the dynamics of equity rounds, ownership dilution, and cap table management. In parallel, they will examine non-dilutive financing options, from traditional bank loans and credit lines to alternative funding sources such as grants, revenue-based financing, and crowdfunding. A key component of the course involves creating a financial plan to assess a startup's capital requirements, align funding choices with business goals, and determine the most effective financing strategy. Through case studies, interactive discussions, and hands-on exercises, students will learn to navigate investor expectations, structure financing deals, and balance growth with financial sustainability. By the end of the course, students will be equipped to evaluate financing options critically, negotiate terms effectively, and secure the right type of funding for their ventures.

COURSE LEARNING OUTCOMES:

KLO1: Analyze Financing Options - Evaluate the differences between dilutive and non-dilutive financing and determine which funding sources are best suited for different entrepreneurial ventures.

KLO2: Develop a Strategic Financial Plan - Construct a financial plan to determine capital requirements and align financing decisions with business growth strategies.

SLO1: Create and present a comprehensive financing strategy for a startup, incorporating financial planning, funding source selection, and deal structuring to support sustainable business growth.

REQUIRED COURSE TOPICS:

1. Introduction to Entrepreneurial Finance

2. Impact of the Business Model on Entrepreneurial Finance // Review of Value Creation and Value Capture

3. Dilutive vs. Non-Dilutive Financing: Key Differences // Case Study

4. Understanding How Venture Capital Works // Equity Rounds: Seed, A, B, and beyond

5. Ownership Dilution and Cap Table Management // Teams identify/invent their startup for A2 and A3

6. Investor Expectations and Due Diligence // Scouting VCs and creating your own pipeline

7. Company Valuations // How startups and SMBs are evaluated differently // Indep. Work: Coursera "Startup Valuation Methods"

8. Non-Dilutive Traditional Financing: Bank Loans, Credit Lines

9. Alternative Finance: Grants, Competitions, Crowdfunding // Revenue-Based Financing and Other Hybrid Models

10. Creating a Financial Plan for Growth (A) // in class activities on their own financial plan

11. Creating a Financial Plan for Growth (B) // in class activities on their own financial plan

12. Pitching to Investors (ideally with 1-2 experts/VC volunteering to give feedback)

13. Case Study on SMB Financing // Case Study on Startup Financing

14. Team Startups Final Pitches

COURSE CODE: ENT-0301

COURSE TITLE: Family Business

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Entrepreneurship, and CM1, CM2 and CM3. This course should not be taken if you have already completed ENT-C or HM-441. Family businesses are among the most enduring and influential contributors to the global economy, yet they face unique challenges in governance, succession planning, wealth management, and innovation. As industries evolve due to digital transformation, AI-driven decision-making, and sustainability imperatives, family businesses must adapt to remain competitive across generations. This course provides a comprehensive understanding of family business strategy, estate and trust planning, family office structures, and intergenerational wealth management. Students will explore how succession planning, governance models, and financial management strategies influence long-term success. They will also examine investment strategies, risk management, and the role of philanthropy and ESG (Environmental, Social, and Governance) frameworks in sustaining family enterprises. Through real-world case studies, AI-driven simulations, and hands-on consulting projects, students will develop the skills to navigate family business complexities, foster innovation, and create sustainable multi-generational enterprises. The course also explores conflict resolution, gender and diversity dynamics, estate tax structuring, and digital disruption, equipping students with a holistic and future-focused perspective on managing family enterprises in the 21st century.

COURSE LEARNING OUTCOMES:

KLO1: Analyze the strategic, financial, and governance challenges in family businesses.- By, Understanding key governance, leadership, and financial strategies for sustaining family businesses.

KLO2: Develop succession planning, estate planning, and governance structures for long-term sustainability.

SLO1: Develop a family business succession plan and governance model.

REQUIRED COURSE TOPICS:

1. Introduction to Family Business: Structure, Succession, and Intergenerational Transition

2. Governance in Family Businesses: Leadership and Decision-Making

3. Single and Multi-Family Offices: Managing Intergenerational Wealth

4. Setting Up Trusts, Foundations, and Estate Planning

5. Wealth Management and Asset Allocation for Family Businesses

6. Conflict Resolution and Managing Family Dynamics

7. Digital Transformation and AI in Family Businesses

8. Sustainability and ESG Strategies for Family Businesses

9. Entrepreneurial Innovation and Intrapreneurship in Family Firms

10. Family Business Expansion: Globalization Strategies

11. Risk Management and Crisis Planning in Family Businesses

12. Financial Planning: Private Equity, IPOs, and Alternative Funding

13. Women in Family Businesses: Leadership and Inclusion

14. Philanthropy and Legacy Building in Family Businesses

COURSE CODE: ENT-0302

COURSE TITLE: Corporate Entrepreneurship

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Entrepreneurship, and CM1, CM2 and CM3. In today's dynamic business environment, established companies must think and act like startups to remain competitive. Corporate entrepreneurship - the practice of fostering innovation, agility, and entrepreneurial thinking within large organizations - is critical for driving growth and staying ahead in the market. This course introduces students to the key concepts, strategies, and challenges of corporate entrepreneurship. Students will explore how culture, structure, leadership, and strategy shape an organization's ability to innovate, manage risk, and sustain competitive advantage. They will also learn about corporate venturing, intrapreneurship, and new business model development as tools for strategic growth. Through case studies, interactive discussions, and practical exercises, students will gain real-world insights into how large firms foster innovation and overcome internal barriers to entrepreneurship. By the end of the course, they will be able to analyze an organization's entrepreneurial capabilities, recommend strategies for fostering innovation, and develop a corporate entrepreneurship roadmap. This course is ideal for students interested in entrepreneurship, innovation management, and strategic business development, equipping them with practical skills to drive change within large organizations.

COURSE LEARNING OUTCOMES:

KLO1: Understand how culture, leadership, and strategy influence corporate entrepreneurship and how to design structures that support innovation.

KLO2: Identify and implement tools such as intrapreneurship, business model innovation, and corporate venturing to foster growth and competitive advantage.

SLO1: Evaluate an organization’s entrepreneurial capabilities and design a strategic plan to foster innovation, corporate venturing, and long-term business growth.

REQUIRED COURSE TOPICS:

1. Introduction to Corporate Entrepreneurship & Innovation
2. The Entrepreneurial Mindset & Leadership in Corporate Innovation
3. Organizational Structures, Bureaucracy, and Overcoming Resistance
4. Managing Risk, Uncertainty, and Creativity in Innovation
5. Business Model Innovation & Corporate Growth Strategies
6. The Role of Intrapreneurs and Venture Teams
7. Corporate Venturing: Incubators, Accelerators, and Partnerships
8. AI, Digital Disruption, and the Future of Business Models
9. Driving Innovation through Corporate Strategy & Execution
10. Sustainability and ESG-Driven Innovation
11. Corporate Hackathons, Incubators, and Open Innovation
12. Disruptive Innovation and Cross-Industry Convergence
13. Global Perspectives: Corporate Entrepreneurship Across Cultures
14. Corporate Entrepreneurship Audit & Future Trends

COURSE CODE: ENT-0303

COURSE TITLE: Scaling a Business: Organizational, Competence & Leadership Challenges

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Entrepreneurship, and CM1, CM2 and CM3. This course should not be taken if you have already completed ENT-C. Scaling a business presents challenges that go beyond product-market fit and revenue growth. As companies expand, they must navigate organizational complexity, evolving leadership roles, and the development of core competencies necessary for sustainable success. This course provides a strategic framework for managing the critical operational, managerial, and cultural shifts that occur as startups grow from small teams to structured organizations. Students will explore key topics such as building scalable systems, hiring and retaining top talent, leadership evolution, and managing culture at scale. A major focus will be on avoiding the Scaling Trap, where rapid growth leads to inefficiencies, breakdowns in decision-making, and an inability to maintain agility. The course will also cover common pitfalls in scaling, balancing agility with process implementation, and how to avoid operational bottlenecks that can hinder growth. Through case studies, real-world examples, and hands-on exercises, students will learn to design organizational structures that support growth, develop leadership capabilities, and foster a resilient, high-performance company culture. The course will emphasize the interplay between strategy, execution, leadership, and ethical decision-making in scaling a business. By the end of this course, students will be equipped to anticipate and proactively manage the challenges of scaling, ensuring their ventures transition smoothly from startup to a well-functioning, scalable organization.

COURSE LEARNING OUTCOMES:

KLO1: Understand Scaling Challenges - Identify the organizational, leadership, and competence-related challenges that arise as businesses scale.

KLO2: Develop Scalable Organizational Structures - Design systems and processes that support sustainable growth while maintaining efficiency.

KLO3: Navigate Leadership Transitions - Adapt leadership styles and team dynamics to accommodate the needs of a growing organization.

SLO1: Demonstrate effective leadership, ethical decision-making, and organizational management skills by developing a strategic scaling plan that addresses team dynamics, operational challenges, and the complexities of sustainable business growth.

REQUIRED COURSE TOPICS:

1. Introduction to Scaling: Growth vs. Scaling

2. Organizational Challenges in Scaling: Structure and Systems

3. Competence Development: Building a High-Performance Team

4. Leadership Evolution: From Founder to CEO

5. Hiring, Retaining, and Developing Talent for Growth

6. Company Culture: Preserving Identity While Scaling

7. Decision-Making at Scale: Speed vs. Control

8. Cross-Functional Collaboration and Communication

9. Avoiding Scaling Pitfalls and the Scaling Trap

10. Financial and Operational Challenges in Scaling

11. Maintaining Agility and Innovation in a Scaling Company
12. Multigenerational and Diverse Team Leadership
13. Ethics in Business: Impact on Decision-Making, Strategy, and Growth Choices
14. Case Studies on Successful and Failed Scaling Attempts

COURSE CODE: ENT-0304

COURSE TITLE: Disruptive Innovation & Emerging Business Models

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Entrepreneurship, and CM1, CM2 and CM3. Disruptive innovation is transforming industries at an unprecedented pace, driven by AI, automation, blockchain, and new business models. This course explores the principles of disruptive innovation, market shifts, and technological advancements that create new opportunities while rendering traditional industries obsolete. Students will analyze real-world cases of disruption, study breakthrough technologies, and develop innovative solutions to industry challenges. Through case studies, simulations, and group projects, students will engage with cutting-edge business models and emerging trends that redefine competition and economic growth.

COURSE LEARNING OUTCOMES:

KLO1: Understand how disruptive innovation reshapes industries and business models.- By Analyzing disruptive innovation theories and their impact on industries.

KLO2: Evaluate the role of AI, blockchain, and sustainability in innovation, through identifying emerging technologies and market trends shaping the future.

KLO3: Analyze the risks and ethical considerations of disruptive business models.

SLO1: Apply design thinking and strategic foresight to develop a disruptive business model.

REQUIRED COURSE TOPICS:

1. Introduction to Disruptive Innovation
2. Disruption vs. sustaining innovation
3. The Impact of AI on Business Models
4. Platform Economies and the Digital Revolution
5. Blockchain, Web3, and Decentralized Disruption
6. The Sharing and Gig Economy
7. Sustainability and Green Disruption
8. Fintech and the Future of Money
9. Disrupting Education: EdTech and AI-Powered Learning
10. The Future of Healthcare and Biotech Disruption
11. Autonomous Vehicles and the Future of Mobility
12. The Rise of the Metaverse and Augmented Reality (AR/VR)
13. Media Disruption: Streaming, AI-Generated Content, and Creator Economy
14. Corporate Responses to Disruptive Innovation

COURSE CODE: ENT-0305

COURSE TITLE: The Science of Negotiation & Deal-Making for Entrepreneurs

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Entrepreneurship, and CM1, CM2 and CM3. Successful entrepreneurs must be skilled negotiators. This course blends negotiation psychology, deal structuring, and financial modeling to help students master high-stakes negotiations with investors, partners, and customers. It includes simulations, real-world negotiations, and case studies from high-growth startups.

COURSE LEARNING OUTCOMES:

KLO1: Understand psychological principles that drive successful negotiations.

KLO2: Evaluate the financial and legal aspects of startup deal-making.

KLO3: Develop negotiation strategies for startups and partnerships.

SLO1: Conduct a live negotiation simulation for a business deal.

REQUIRED COURSE TOPICS:

1. The Psychology of Negotiation and Persuasion
2. Negotiation Strategies for Startups
3. Deal Structuring and Term Sheets
4. Venture Capital and Investor Negotiations
5. Equity Splits and Founder Agreements
6. Licensing and Intellectual Property Negotiations
7. Negotiating with Suppliers and Customers
8. Crisis and Conflict Negotiation
9. AI and Behavioral Insights in Negotiation
10. Cross-Cultural Negotiation Strategies
11. The Role of Ethics in Deal-Making
12. Exit Negotiations: IPOs and Acquisitions
13. Negotiation Simulation: Pitching Investors
14. Case Studies: Famous Business Negotiations
15. Final Negotiation Challenge: Live Investor Pitch

COURSE CODE: ENT-0307

COURSE TITLE: Business Models: from Traditional to Digital

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Entrepreneurship, and CM1, CM2 and CM3. Every business employs a particular business model that describes the design or architecture of its value creation, delivery, and capture mechanisms. The business model is a representation of how a company creates and delivers value to customers, and then converts the revenues it receives into profits. This course explores the evolution of business models from traditional frameworks to cutting-edge digital paradigms. Students will analyze how value creation, delivery, and capture mechanisms have transformed across industries and learn to apply business model knowledge to decision-making in various professional roles. Through case studies, theoretical frameworks and practical applications, students will develop the skills to design, analyze, and implement effective business models in diverse contexts - drawing insights from successful business models across a number of industries and verticals. The course offers business model as a lens through which students can view and analyze business operations, and provides them with a toolkit for decision making in different business roles (as an entrepreneur, manager, analyst, investor).

COURSE LEARNING OUTCOMES:

KLO1: Understand the core components of business models and their interconnections

KLO2: Recognize how business models have evolved in response to technological and market changes

KLO3: Compare and contrast successful business models across industries and verticals

SLO1: Design innovative business models that create sustainable competitive advantage

REQUIRED COURSE TOPICS:

1. Business Model Fundamentals (defining business models: components and frameworks)

2. Historical Evolution of Business Models

3. Traditional Business Models: Product-Based

4. Traditional Business Models: Service-Based

5. E-commerce Business Models

6. Platform Business Models

7. Subscription and Freemium Models

8. On-Demand and Sharing Economy Models

9. Data-Driven Business Models

10. Ecosystem and Bundle Models

11. Business Model Innovation: Emerging Business Models

12. Business Model Innovation Methodologies

13. Industry-Specific Business Models (e.g. Healthcare, Financial services, Media and entertainment)

14. Cross-Industry Business Model Analysis

15. Decision-Making and Business Model Application (Entrepreneurial, Managerial, Analyst, Investor perspectives)

COURSE CODE: ENT-0308

COURSE TITLE: Growth Hacking & The Pirate Funnel

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Entrepreneurship, and CM1, CM2 and CM3. This course should not be taken if you have already completed ENT-C. In the fast-paced startup world, traditional marketing is often too slow and costly. Growth hacking provides a data-driven, experimentation-based approach to acquiring, retaining, and monetizing customers at scale. This course introduces students to the Pirate Funnel (AAARRR Framework)-Acquisition, Activation, Retention, Referral, and Revenue-a powerful model used by top growth hackers to identify bottlenecks and optimize every stage of the customer journey. Students will explore low-cost, high-impact growth strategies, including viral loops, conversion optimization, retention tactics, and data-driven decision-making. The course will emphasize rapid experimentation, leveraging digital tools, and measuring key growth metrics. Through real-world case studies, hands-on projects, and interactive discussions, students will gain the mindset and skill set necessary to drive exponential growth in startups and digital businesses. By the end of this course, students will have a growth strategy roadmap, ready to be implemented in real-world business scenarios. Whether they are founders, marketers, or product managers, this course equips them with the cutting-edge techniques needed to scale products, improve user engagement, and generate sustainable revenue growth.

COURSE LEARNING OUTCOMES:

KLO1: Understand the Pirate Funnel Framework - Analyze and optimize the Acquisition, Activation, Retention, Referral, and Revenue stages to drive sustainable business growth.

KLO2:Develop Data-Driven Growth Strategies - Use A/B testing, analytics, and behavioral psychology to identify and improve key growth bottlenecks.

KLO3: Design and implement a data-driven growth strategy using the Pirate Funnel framework, leveraging experimentation and digital tools to scale a startup efficiently.

SLO1: Implement Scalable Growth Hacks - Apply proven techniques such as viral loops, CRO, and automation to accelerate customer acquisition and engagement.

REQUIRED COURSE TOPICS:

1. Introduction to Growth Hacking & The Pirate Funnel
2. Acquisition: Finding and Attracting the Right Users
3. Activation: Optimizing First Impressions & Onboarding
4. Retention: Keeping Users Engaged and Reducing Churn
5. Referral: Creating Viral Loops and Word-of-Mouth Growth
6. Revenue: Monetization Strategies & Pricing Models
7. A/B Testing and Data-Driven Decision Making
8. Leveraging SEO, Paid Ads, and Performance Marketing
9. Conversion Rate Optimization (CRO) Techniques
10. Behavioral Psychology in Growth Hacking
11. Building and Scaling Growth Loops
12. Growth Hacking for B2B vs. B2C Startups

13. Using AI & Automation for Scalable Growth

14. Case Studies: Successful Growth Hacking in Action

COURSE CODE: ENT-0309

COURSE TITLE: Digital Platforms & Ecosystems

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Entrepreneurship, and CM1, CM2 and CM3. The recent emergence and proliferation of global digital platforms (such as Google, Amazon, Uber, Apple, Airbnb, Booking.com, etc) across a wide spectrum of industries brought limelight onto this new type of business model. Digital platforms typically challenge the status quo of an industry - by introducing technological innovation and driving business model adaptation. This course examines the revolutionary impact of digital platforms in reshaping industries, competitive dynamics, and business strategies in the global economy. Students will gain a comprehensive understanding of platform business models, from their theoretical foundations to practical applications across diverse sectors. The course explores how platforms create, orchestrate, and capture value through digital ecosystems while addressing the strategic challenges, regulatory considerations, and sustainability issues facing platform businesses today. The course will equip students with a 'platform thinking' which they will be able to apply to a variety of industries and business opportunities.

COURSE LEARNING OUTCOMES:

KLO1: Recognize the core components and distinctive characteristics of platform business models

KLO2: Understand how digital platforms create and capture value through ecosystem orchestration

KLO3: Evaluate platform strategies across different industries and competitive contexts

SLO1: Apply platform thinking to identify opportunities for innovation and develop strategies for platform design, growth, and sustainable ecosystem management

REQUIRED COURSE TOPICS:

1. From Pipeline to Platform Business Models
2. Platform Economics and Network Effects
3. Platform Architecture and Core Components
4. Platform Design Decisions
5. Platform Launch and Growth Strategies
6. Platform Competition and Market Dynamics
7. Platform-Based Disruption
8. Ecosystem Orchestration
9. Complementor Strategies
10. Data as a Platform Asset
11. Marketplace Platforms
12. Innovation Platforms and Platform Ecosystems
13. Platform Regulation and Policy
14. Platform Ethics and Societal Impact
15. Future of Platforms (Emerging Platform Models and Sustainable Platform Ecosystems)

COURSE CODE: ENT-0402

COURSE TITLE: Innovation, Entrepreneurship & Venture Ecosystems

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Entrepreneurship, and CM1, CM2 and CM3. The course provides students with an understanding of the overall Startup innovation ecosystem, connections with an array of incubators and accelerators, expert consultants in the field, experienced venture capitalists, and successful entrepreneurs. You will learn how value is created, delivered and captured throughout the early stage of startup development and gain advanced insights into innovation and entrepreneurship from the investors' as well as founders' perspectives. What sets this course apart is its emphasis on understanding the startup ecosystem from multiple angles - not only from the perspective of the entrepreneur but also from the viewpoints of investors (VCs, business angels), incubators, accelerators, and other key players. This approach provides students with a well-rounded view of how value is co-created in ecosystems through collaboration between these diverse stakeholders.

COURSE LEARNING OUTCOMES:

KLO1: Understand the structure and dynamics of the entrepreneurial ecosystem - Students will analyze the roles of key players, including entrepreneurs, incubators, accelerators, business angels, and venture capitalists, and how they contribute to startup growth.

KLO2: Evaluate early-stage funding strategies and investor expectations - Students will assess different funding sources, from pre-seed and seed financing to Series A, understanding investor criteria, risk management, and value creation in venture capital.

KLO3: Analyze the impact of innovation and sustainability in venture ecosystems - Students will explore how innovation, frugal entrepreneurship, and ESG considerations shape startup growth, funding decisions, and long-term success in diverse markets.

SLO1: Develop and deliver a compelling startup pitch for investors - Students will apply lean startup principles, financial analysis, and storytelling techniques to create a pitch deck, effectively communicate their business proposition, and engage potential investors

REQUIRED COURSE TOPICS:

1. Rethinking Innovation: Concepts, Myths, and Systems - Exploring different forms of innovation, value creation, and customer segmentation

2. The Entrepreneurial Ecosystem: Key Players & Funding Stages - Understanding startups, incubators, accelerators, business angels, and venture capital.

3. Lean Startup Methodology: Build, Measure, Learn - Developing MVPs and iterating based on customer feedback.

4. Ecosystem Support: Incubators, Accelerators & Government Grants - The role of support structures in early-stage startup success.

5. Startup Case Studies: Incubators, Grants & Growth Stories - Learning from real-world examples of startups that leveraged ecosystem resources.

6. Frugal Innovation & Startup Challenges in Emerging Markets - How startups innovate with limited resources in developing ecosystems.

7. Raising Pre-Seed & Seed Funding: Investor Expectations - Understanding what early-stage investors look for and how to prepare.

8. Accelerators & Startup Growth: Value Beyond Funding - How top accelerators help startups scale and succeed.

9. The Role of Business Angels in Early-Stage Funding - How angel investors evaluate and fund startups.

10. How to Approach and Negotiate with Business Angels - Strategies for attracting angel investment and building strong relationships.

11. Diversity, Equity & Inclusion in Venture Capital - Addressing biases and creating a more inclusive startup ecosystem.

12. Understanding Series A: What VCs Look for in Startups - Key metrics, traction, and financials required to secure VC investment.

13. Building & Delivering a Winning Investor Pitch - Structuring a compelling pitch deck and mastering investor communication.

14. Venture Capital: Value Creation vs. Founder Trade-offs - Weighing the benefits and risks of VC funding for startup growth.

COURSE CODE: ENT-0403

COURSE TITLE: Startup Ecosystems in Emerging Economies: Scaling Ventures in Africa, Asia & Latin America

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Entrepreneurship, and CM1, CM2 and CM3. This course explores how startups thrive in emerging markets by navigating informal economies, cultural nuances, and resource constraints. Students analyze case studies from Nigeria's fintech boom, India's Jugaad innovation, and Brazil's favela entrepreneurship. They learn to design frugal business models, leverage mobile-first strategies (e.g., M-Pesa, Paytm), and strategic partnerships with local stakeholders. The course emphasizes cross-cultural negotiation, microfranchising, and securing grants/diaspora funding. By the end, students will pitch a scalable venture tailored to an emerging market's unique challenges. Through case studies, guest lectures, and live projects, students will analyze how different ecosystems support venture growth, assess funding opportunities, and negotiate equity-free grants and strategic partnerships. Students will engage in real-world ecosystem mapping and develop actionable frameworks to enhance entrepreneurial success in different market conditions. The final project will require students to design a regional ecosystem strategy, incorporating financing, policy support, and collaboration models. This course is ideal for students interested in launching ventures, working in startups, M&A, venture capital, or regional economic development.

COURSE LEARNING OUTCOMES:

KLO1: Understand the key drivers of entrepreneurship in emerging markets.

KLO2: Analyze different business models and funding mechanisms used by startups in resource-constrained environments.

KLO3: Assess the ethical and sustainability considerations involved in scaling ventures in emerging economies.

SLO1: Design a frugal business model for a specific emerging market.

REQUIRED COURSE TOPICS:

1. Defining Emerging Markets: GDP, Informal Economies, and Growth Potential

2. Frugal Innovation: Low-Cost, High-Impact Solutions from India (Aakash Tablets, Tata Nano)

3. India's Jugaad Innovation (Swiggy, BYJU'S, Blinkit)

4. Mobile-First Scaling: M-Pesa, bKash, UPI, and Digital Wallets

5. Nigeria's Fintech Revolution (Flutterwave, Paystack)

6. Ecosystem Stakeholders

7. Microfranchising Models, Venture Capital and Seed funding"

8. Cross-Cultural Negotiation Strategies

9. Diaspora Networks: Tapping Global Remittances & Non-resident Investments

10. Entrepreneurship for Social Change

11. Incubators & Accelerators

12. Ethical Challenges: Labor Practices and Environmental Impact "

13. Women in Business: Entrepreneurs in Emerging Markets"

14. Scaling in a Resource-Constrained Market"

COURSE CODE: FIN-0100

COURSE TITLE: Financial Accounting

CREDITS: 3

COURSE DESCRIPTION:

This course should not be taken if you have already completed FIN-1. This course offers a comprehensive introduction to the fundamental principles of financial accounting. It focuses on developing an understanding of double-entry rules and the application of GAAP or IFRS in the preparation of key financial statements. These financial statements are essential tools used to assess the profitability and overall value of business enterprises. They serve as a crucial source of information for business owners, managers, and investors, who rely on them to make informed decisions regarding resource allocation and cash flow management. Throughout the course, students will explore the significance of financial accounting within organizations and gain insights into the conventions and principles that govern accounting practices. They will develop essential skills in recording business transactions, making period-end adjustments, and compiling a complete set of final accounts for a business entity. In addition to mastering the mechanics of financial statement preparation, students will also be introduced to the fundamentals of financial statement analysis, enabling them to interpret and evaluate financial data effectively. By the end of the course, students will have a solid foundation in financial accounting, equipping them with the knowledge necessary to navigate financial reports and contribute to business decision-making. The ability to analyze financial information and understand accounting conventions will not only enhance their comprehension of business operations but also prepare them for more advanced studies in accounting and finance.

COURSE LEARNING OUTCOMES:

KLO1: Develop a foundational knowledge of financial accounting, including double-entry bookkeeping, GAAP or IFRS. They will learn how these principles guide the preparation of financial statements, ensuring accuracy and compliance in financial reporting.

KLO2: Learn to prepare and analyze key financial statements, including the Income Statement, Balance Sheet, and Statement of Cash Flows. They will gain an understanding of how these reports reflect a business' financial health and influence decision-making by managers, investors, and stakeholders.

KLO3: Explore key accounting topics such as revenue recognition, accrual accounting, inventory valuation, liabilities, and stockholders' equity. They will understand how these concepts affect financial performance and are reported in financial statements.

SLO1: Develop the ability to accurately record, classify, and adjust business transactions using accounting systems. They will apply transaction analysis techniques to assess financial impacts, ensuring proper financial reporting and decision-making in real-world business scenarios.

REQUIRED COURSE TOPICS:

1. Introduction to Accounting

2. Financial Statements

3. Transaction Analysis

4. Accrual Accounting & Income

5. Cash & Cash Equivalent

6. Revenue & Accounts Receivable

7. Inventory & Cost of Goods Sold

8. Property, Plant, and Equipment

9. Current Liabilities

10. Non Current Liabilities

11. Stockholders' Equity

12. The Statement of Cash Flows

13. Financial Statement Analysis

14. Ethics in Accounting

COURSE CODE: FIN-0101

COURSE TITLE: Managerial Accounting

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: CM1, CM2 and CM3. This course should not be taken if you have already completed FIN-1. This course explores the fundamental principles and applications of Management Accounting, a crucial discipline that provides managers with the financial information necessary to make informed decisions, enhance performance, and guide the strategic direction of an organization. Unlike financial accounting, which focuses on external reporting, management accounting is specifically designed to support internal decision-making, helping businesses operate efficiently and effectively. The course is structured into three key sections, each building progressively on the previous one. The first part introduces the core concepts of management accounting, offering insights into its role in business decision-making and the importance of relevant cost concepts. The second section delves into the processes of identifying, measuring, and allocating costs, equipping students with the analytical skills needed to assess financial data for short- and medium-term decision-making. The final section focuses on planning, budgeting, and control, emphasizing the importance of forecasting, resource allocation, and performance evaluation in achieving organizational objectives. By the end of the course, students will have a strong foundation in management accounting, enabling them to analyze cost structures, develop budgets, and implement effective control mechanisms. This knowledge is essential for those aspiring to managerial roles, as it empowers them to make strategic decisions based on accurate financial information, ensuring sustainable growth and operational efficiency within their organizations.

COURSE LEARNING OUTCOMES:

KLO1: Gain a comprehensive understanding of the fundamental concepts of management accounting, including its role in business decision-making, cost classification, and the application of relevant cost concepts.

KLO2: Learn how to identify, measure, and allocate costs effectively for short- and medium-term decision-making, enabling them to assess financial performance and determine cost efficiency within an organization.

KLO3: Develop knowledge of planning, budgeting, and control mechanisms, learning how financial forecasting, variance analysis, and performance evaluation contribute to the strategic direction of a business.

SLO1: Acquire the ability to use financial data and management accounting tools to make informed business decisions, create budgets, analyze variances, and implement cost-control strategies in real-world business scenarios.

REQUIRED COURSE TOPICS:

1. Intro to Managerial Accounting

2. Cost Behavior and Cost Volume Profit

3. Measurement of Cost Behavior

4. Cost Management System and Activity Based Cost

5. Relevant information for decision making with a focus on pricing decisions

6. Relevant information for decision making with a focus on operational decisions

7. Intro to Budgets

8. Preparing the Master Budget

9. Flexible Budgets and Variance Analysis

10. Management Control Systems and Responsibility Accounting

11. Management Control in Decentralized Organizations

12. Cost Allocation

13. Accounting for Overhead Costs

14. Job-Order Costing and Process-Costing Systems

COURSE CODE: FIN-0200

COURSE TITLE: Principles of Finance

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Financial Accounting and Managerial Accounting, and CM1, CM2 and CM3. This course should not be taken if you have already completed FIN-1. A strong understanding of financial markets, institutions, and decision-making processes is essential for managing any modern corporation effectively. This course provides students with a broad foundation in finance, equipping them with knowledge of the industry's key participants, the financial environment, and the principles that guide investment, financing, and financial management decisions. By exploring these fundamental aspects, students will gain insights into the interconnected nature of financial markets and their role in the broader economy. Throughout the course, students will develop an understanding of how financial institutions such as banks and insurance companies operate, including the regulatory frameworks that govern them. They will explore the functions of different financial markets and examine the role of various financial instruments, including money market tools. Additionally, students will learn essential financial calculations, such as the time value of money and the present and future value of cash flows, which are crucial for making informed investment and financing decisions. The course also introduces students to the workings of bond and equity markets, providing them with an understanding of pricing, valuation, and investment risk and return. They will explore capital budgeting techniques and project evaluation methods to assess business investments effectively. Furthermore, students will learn how operational and financial leverage impact a company's profitability and how to measure these effects accurately. By the end of the course, students will be well-prepared to navigate financial markets, analyze investment opportunities, and apply financial principles to real-world business scenarios.

COURSE LEARNING OUTCOMES:

KLO1: Develop a foundational understanding of financial markets and institutions, including banks, investment firms, insurance companies, and pension funds. They will explore how these entities function, their role in the economy, and the regulatory frameworks that govern them.

KLO2: Gain knowledge of essential financial concepts such as the time value of money, present and future value, and discounting cash flows. They will understand how these principles influence investment decisions, capital budgeting, and financial planning in business environments.

KLO3: Learn about the relationship between risk and return in financial decision-making. They will explore various investment evaluation techniques, such as capital budgeting methods and the weighted average cost of capital (WACC), to assess business profitability and financial sustainability.

SLO1: Develop practical skills in financial analysis, including calculating risk and return, valuing bonds and equities, determining the cost of capital, and applying capital budgeting techniques. These skills will enable them to make informed investment and financing decisions in real-world business settings.

REQUIRED COURSE TOPICS:

1. The Value of the Financial System

2. Financial Institutions: Banking

3. Financial Institutions: Investment Banks & Other Financing

4. Financial Institutions: Insurance, pension, and collective investments

5. The Time Value of Money

6. Financial Markets: Money Markets

7. Financial Markets: Bond Markets

8. Financial Markets: Equity Markets

9. Financial Markets: Derivatives Markets

10. The Meaning and Measurement of Risk and Return

11. Cost of Capital & WACC

12. Capital Budgeting Techniques & Practice

13. Cash Flows and Other Topics in Capital Budgeting

14. Determining the Financing Mix

COURSE CODE: FIN-0300

COURSE TITLE: Corporate Finance

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Financial Accounting, Managerial Accounting and Principles of Finance, and CM1, CM2 and CM3. This course should not be taken if you have already completed FIN-A. This course provides an in-depth exploration of corporate finance, emphasizing the financial decision-making processes that businesses undertake in managing their financial resources. Since every corporate decision carries financial implications, understanding how businesses evaluate investment opportunities, manage funding, and optimize capital structures is essential. The course begins with an examination of the corporate finance environment, where students will explore the role of financial markets, business funding, and fundamental valuation principles. They will develop a strong foundation in the time value of money, discounting techniques, and asset valuation, including the pricing of bonds and stocks. Building on these principles, students will delve into capital investment decisions, where they will analyze capital budgeting techniques such as Net Present Value (NPV), Internal Rate of Return (IRR), and other investment criteria. They will also learn to project and evaluate free cash flows and assess project risks using financial models. The course then shifts to capital structure and dividend policy, focusing on how firms balance debt and equity financing, determine the cost of capital (WACC), and make decisions regarding dividend payouts and share repurchases. The final section of the course explores international corporate finance, mergers and acquisitions, and initial public offerings (IPOs), offering insight into financial strategies within a globalized business environment. Through practical exercises, case studies, and real-world applications, students will gain the analytical skills and financial knowledge necessary to assess corporate financial performance, make strategic investment decisions, and understand the complexities of corporate financial management in a dynamic economic landscape.

COURSE LEARNING OUTCOMES:

KLO1: Develop a strong foundation in corporate finance principles, including the role of financial markets, asset valuation techniques, and the time value of money. They will learn how businesses measure corporate performance, assess financial health, and apply discounting techniques to determine the present and future value of cash flows.

KLO2: Explore key investment decision-making tools, including Net Present Value (NPV), Internal Rate of Return (IRR), and risk assessment models. They will also gain knowledge of corporate financing options such as debt and equity, the cost of capital (WACC), and factors influencing capital structure decisions.

KLO3: Examine the impact of financial strategies on business growth, including dividend payout policies, mergers and acquisitions, and initial public offerings (IPOs). They will also analyze the effects of financial leverage and debt policies on corporate sustainability and shareholder value.

SLO1: Develop practical skills in conducting financial analysis, valuing companies using discounted cash flow (DCF) and relative valuation models, and making informed investment decisions. Through case studies and simulations, they will apply financial techniques to assess corporate financing strategies, risk management, and project evaluation.

REQUIRED COURSE TOPICS:

1. Goals of the Corporation, Accounting & Finance

2. Measuring Corporate Performance

3. The Time Value of Money Advanced

4. Valuing Bonds

5. Valuing Stock
6. NPV and Other Investment Criteria
7. Project Cash Flows & Evaluation
8. Project Analysis
9. Risk & Return, Cost of Equity, and WACC
10. Company Valuation with DCF and Relative models
11. Merger & Acquisition
12. Corporate Financing & IPO
13. Debt Policy
14. Payout Policy

COURSE CODE: FIN-0301

COURSE TITLE: Financial Reporting

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Financial Accounting, Managerial Accounting and Principles of Finance, and CM1, CM2 and CM3. This course should not be taken if you have already completed FIN-A. This course builds upon the foundational principles introduced in Financial Accounting, offering students a deeper exploration of Financial Reporting and its role in corporate transparency and decision-making. It begins with an examination of the conceptual framework of accounting, emphasizing the qualitative characteristics of useful financial information and the fundamental bases that guide reporting practices. Students will gain insights into the regulatory framework of accounting, understanding how Generally Accepted Accounting Principles (GAAP) and International Financial Reporting Standards (IFRS) shape the preparation and presentation of financial statements. A significant portion of the course is dedicated to the reporting and interpretation of financial statements for both individual companies and corporate groups. Students will study transaction analysis and the financial reporting cycle, learning to recognize and measure accounting transactions based on specific accounting standards. Topics such as cash and receivables, inventories, property, plant, and equipment (PP&E), intangible assets, investments, liabilities, and shareholders' equity will be covered in detail, equipping students with the knowledge required to analyze financial health and business performance. Beyond standard reporting practices, the course delves into business combinations and consolidation, preparing students to understand mergers and acquisitions from a financial perspective. A comparative analysis of GAAP and IFRS will provide students with a global outlook on financial reporting. Additionally, the course will introduce SEC filings and ESG (Environmental, Social, and Governance) reporting, highlighting the evolving role of corporate governance and sustainability in financial disclosure. By the end of the course, students will be well-prepared to interpret, analyze, and apply financial reporting standards in professional accounting and finance roles.

COURSE LEARNING OUTCOMES:

KLO1: Develop a strong foundation in the principles and objectives of financial reporting, including the conceptual framework, qualitative characteristics of useful information, and the role of regulatory bodies in setting accounting standards under GAAP and IFRS.

KLO2: Learn how to recognize, measure, and report various financial elements such as cash and receivables, inventories, property, plant, and equipment (PP&E), intangible assets, liabilities, and shareholders? equity in compliance with financial reporting standards.

KLO3: Gain an understanding of the differences between GAAP and IFRS, business combination reporting, and consolidation practices. They will also explore emerging trends in financial disclosure, including SEC filings and ESG (Environmental, Social, and Governance) reporting, and their impact on corporate transparency and accountability.

SLO1: Develop practical skills in analyzing financial statements using various financial reporting tools and ratio analysis techniques. They will learn to interpret published financial statements, assess corporate performance, and make informed financial decisions based on real-world financial data.

REQUIRED COURSE TOPICS:

1. Financial Reporting, Financial Reporting System, and Published Financial Statements

2. Transaction Analysis & Financial Reporting Cycle

3. Cash & Receivables (including contingent assets)

4. Inventories (including Revenue recognition and Construction Contracts)

5. PP&E (including asset revaluation & impairments, Government Grants and Borrowing Costs)

6. Intangible Assets (including asset revaluation & impairments)

7. Investments (Fair Value vs. Cost method)

8. Current Liabilities (including Provisions, Contingent Liabilities)

9. Non-current Liabilities & Leases

10. Shareholder's Equities

11. Business Combination & Consolidation

12. Cash Flow Statements & Interpretation of Financial Statements

13. GAAP vs. IFRS

14. Filings (SEC) & ESG Reporting

COURSE CODE: FIN-0302

COURSE TITLE: Financial Markets & Institutions

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Financial Accounting, Managerial Accounting and Principles of Finance, and CM1, CM2 and CM3. This course should not be taken if you have already completed FIN-B. The efficient operation of financial markets and institutions is essential for economic stability and growth, making an understanding of these systems a critical asset for business professionals. This course provides a comprehensive overview of the global financial system, focusing on the interconnected roles of financial markets and institutions in facilitating economic activity. It explores the mechanisms that drive financial markets and the evolving landscape in which financial managers and investors operate. Students will begin by examining the fundamental components of the financial system, including the determinants of interest rates and their impact on securities valuation. They will gain insights into the role of central banks and monetary policy, understanding how these institutions influence economic stability and market conditions. The course delves into various financial markets, including the money market, bond and mortgage markets, equity markets, and foreign exchange (FX) and derivatives markets, providing a detailed analysis of how financial instruments are traded and valued. Additionally, students will explore the role of financial institutions such as commercial banks, investment banks, insurance companies, and pension funds, analyzing their performance, regulation, and impact on the economy. They will also study venture capital (VC) and private equity (PE) firms, gaining insights into their role in funding and investment. The course concludes with an examination of risk management at financial institutions and historical financial crises, analyzing government responses and regulatory changes. By the end of the course, students will be equipped with the knowledge to navigate financial markets and institutions, assess risk, and understand the regulatory environment shaping global finance.

COURSE LEARNING OUTCOMES:

KLO1: Develop a strong foundational knowledge of the global financial system, including the roles and functions of financial markets, commercial banks, investment banks, insurance companies, and other financial intermediaries. They will explore how these institutions facilitate economic activity and financial intermediation in a constantly evolving financial landscape.

KLO2: Gain insights into the determinants of interest rates and their impact on securities valuation. They will examine the role of central banks and monetary policy in influencing financial markets, as well as the valuation of financial instruments such as stocks, bonds, and derivatives.

KLO3: Explore risk management strategies used by financial institutions, analyze past financial crises, and evaluate the effectiveness of government interventions and regulations. They will gain an understanding of how regulatory policies shape financial stability and market behavior.

SLO1: Develop the ability to apply financial principles and analytical tools to assess the performance of financial institutions, evaluate investment opportunities, and analyze market trends. They will gain hands-on experience in interpreting financial data, assessing risks, and making informed decisions regarding financial market operations.

REQUIRED COURSE TOPICS:

1. Introduction to the financial system

2. Determinants of the interest rates

3. Interest rates and securities valuation

4. Central Banks and monetary policy

5. Financial markets (Money markets)

6. Financial markets (Bond & Mortgage markets)

7. Financial markets (Equity markets)

8. Financial markets (FX & Derivatives markets)

9. Commercial banks, performance and regulation

10. Insurance companies and pension funds

11. Other Financial intermediaries (Investment banks, investment companies, VC and PE firms)

12. Other Financial intermediaries (VC and PE firms)

13. Managing risk at financial institutions

14. Financial crises from around the world and Government responses

COURSE CODE: FIN-0303

COURSE TITLE: Portfolio Management

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Financial Accounting, Managerial Accounting and Principles of Finance, and CM1, CM2 and CM3. This course should not be taken if you have already completed FIN-B. This course provides a comprehensive understanding of investment portfolio creation, management, and evaluation, combining theoretical foundations with practical applications. It guides students through the portfolio management process, which consists of planning, execution, and feedback, ensuring they gain the knowledge and skills required to construct and maintain investment portfolios that align with specific financial goals. The course begins by exploring investment settings and policies, helping students define investment objectives and establish appropriate strategies. A strong emphasis is placed on asset allocation and security selection, where students analyze the trade-offs between risk and return while constructing diversified portfolios. A key component of the course is understanding security markets, market transactions, and index funds, providing insights into how financial markets function and how assets are selected based on market performance. Students will explore efficient market hypotheses and the capital market theory, using models such as the Markowitz Optimization Model and the Capital Asset Pricing Model (CAPM) to determine optimal asset allocation. The course delves into advanced investment theories, including arbitrage pricing theory and multifactor models, allowing students to evaluate risk factors and their impact on portfolio performance. Additionally, students will study equity and bond portfolio management strategies, learning how to analyze fixed-income and equity investments for effective portfolio construction. The course culminates in an evaluation of portfolio performance, focusing on attribution and reporting techniques. Through real-world simulations and analytical tools, students will develop practical skills in portfolio monitoring and revision, preparing them for careers in investment management and financial analysis.

COURSE LEARNING OUTCOMES:

KLO1: Gain a foundational understanding of investment portfolio management, including the principles of asset allocation, security selection, and diversification. They will explore the role of risk and return in portfolio construction and analyze various investment strategies used to optimize financial performance.

KLO2: Develop knowledge of key investment models such as the Capital Asset Pricing Model (CAPM), Arbitrage Pricing Theory (APT), and Markowitz Optimization Model. They will learn how these theories influence investment decision-making, risk assessment, and portfolio optimization in different market conditions.

KLO3: Explore techniques for monitoring and assessing portfolio performance using industry-standard metrics. They will analyze risk-adjusted returns, attribution analysis, and portfolio revision strategies to enhance investment performance and mitigate financial risks.

SLO1: Develop practical skills in building and managing investment portfolios using real-world financial data and analytical tools. They will engage in portfolio simulations, security analysis, and investment decision-making exercises to apply theoretical concepts to practical investment scenarios.

REQUIRED COURSE TOPICS:

1. The Investment Setting

2. Portfolio Management Process & Investment Policy

3. Asset Allocation and Security Selection

4. Security Markets & Transaction

5. Security Markets Indexes & Index Funds

6. Efficient Capital Markets

7. The Efficient Frontier and Investor Utility

8. Capital Market Theory & Markowitz Optimization Model

9. Application of the Index Portfolio Model

10. The Capital Asset Pricing Model

11. Arbitrage Pricing Theory and Multifactor Models

12. Equity Portfolio Management Strategies

13. Bond Analysis and Portfolio Management Strategies

14. Evaluation of Portfolio Performance

COURSE CODE: FIN-0304

COURSE TITLE: Venture Capital & Private Equity

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Financial Accounting, Managerial Accounting and Principles of Finance, and CM1, CM2 and CM3. This course provides an in-depth exploration of the venture capital (VC) and private equity (PE) industries, focusing on the key investment strategies, structures, and processes that drive these markets. Students will develop a comprehensive understanding of the venture lifecycle, from the initial stages of organizing and financing a new venture to the various exit strategies available to investors. They will gain insight into the financial planning of private companies, including both short-term and long-term strategies, and explore the cost of capital for private firms. A major emphasis of the course is on valuing early-stage ventures, a complex challenge due to the lack of historical data. Students will learn how to apply alternative valuation models tailored to startups and private firms. They will also explore the VC investment process, from deal sourcing and due diligence to risk assessment and portfolio management. By analyzing the deal flows of VC funds, students will gain insight into how investors manage risk and return, using performance measures to assess their investment success. The course also covers private equity and leveraged buyouts (LBOs), introducing students to the LBO investment process, valuation models, and strategies used to create value in mature businesses. They will study how PE funds structure transactions and implement financial strategies to enhance returns. Finally, the course explores exit strategies, including IPOs, mergers and acquisitions (M&A), and secondary sales, ensuring that students are well-prepared to evaluate and execute private equity deals effectively in real-world investment settings.

COURSE LEARNING OUTCOMES:

KLO1: Develop a deep understanding of the venture capital (VC) and private equity (PE) industries, including the investment lifecycle, fundraising, deal sourcing, due diligence, and transaction structuring. They will explore how these industries finance and support businesses at different growth stages.

KLO2: Learn to apply valuation techniques specific to early-stage startups and private equity investments. They will study VC valuation models, cost of capital analysis, LBO valuation models, and financial performance assessments to determine investment viability and risk levels in private markets.

KLO3: Explore risk assessment and return management in VC and PE funds, understanding how investors measure performance and optimize returns. They will analyze exit strategies such as IPOs, mergers and acquisitions (M&A), and secondary sales, focusing on how investments are structured for profitable exits.

SLO1: Develop hands-on skills in conducting financial modeling, deal structuring, and investment analysis for private companies. Through real-world case studies and simulations, they will assess deal flows, financial projections, and strategic investment decisions to evaluate and execute private equity transactions effectively.

REQUIRED COURSE TOPICS:

1. Introduction to Venture Capital, Growth Capital, and Private Equity

2. Understanding a venture's life cycle & Organizing and financing a new venture

3. Preparing a venture-s financial statements & financial performance

4. Private company-s cost of capital

5. Short-term and long-term financial planning of a private company

6. Valuing early-stage ventures

7. VC Investment Process
8. Deal Flows of VC Funds
9. Risk & Return in VC Funds
10. Performance Measures in VC Funds
11. VC Valuation Models & Exit Strategies
12. Private Equity & Leveraged Buyout (LBO) Investment Process
13. Deal Flows of PE funds
14. LBO Valuation Models & Exit Strategies

COURSE CODE: FIN-0305

COURSE TITLE: Asset Valuation & Financial Analysis

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Financial Accounting, Managerial Accounting and Principles of Finance, and CM1, CM2 and CM3. This course provides a comprehensive exploration of modern valuation principles and methodologies, equipping students with the analytical skills necessary to assess business value in various financial contexts. It begins by establishing a strong foundation in the discounted cash flow (DCF) model, examining key valuation components such as the term structure of interest rates, discount rate estimation, cash flow measurement, and growth rate calculations. By developing a deep understanding of these elements, students will implement a fully developed valuation model in Excel, applying theoretical concepts to real-world financial scenarios. Beyond the DCF model, the course delves into relative valuation techniques, including multiples-based valuation used in practice. Students will critically evaluate both explicit and implicit assumptions underlying valuation models, ensuring a thorough grasp of different valuation perspectives. The course emphasizes practical applications, requiring students to conduct macroeconomic, industry, and company-level analysis while integrating financial statement analysis, cost of capital estimation, and equity valuation techniques. Through case studies and independent research, students will analyze publicly traded companies using a combination of valuation methodologies, including discounted dividend valuation, residual income valuation, and market-based models. They will also explore specialized areas such as private company valuation and the McKinsey approach to asset valuation. The course culminates in group macroeconomic and industry analysis reports, individual company valuation projects, and oral presentations, reinforcing both analytical and communication skills. By the end of the course, students will have the expertise to apply valuation models effectively in professional finance settings, preparing them for careers in investment analysis, corporate finance, and financial consulting.

COURSE LEARNING OUTCOMES:

KLO1: Develop a comprehensive understanding of the discounted cash flow (DCF) model, relative valuation techniques, and other modern valuation methodologies. They will learn how these models are applied in different financial environments to assess the value of companies, investments, and assets.

KLO2: Gain expertise in financial statement analysis, financial reporting standards, and the evaluation of financial reporting quality. They will examine how macroeconomic factors, industry trends, and company-specific variables influence valuation outcomes.

KLO3: Explore cost of capital estimation, including the weighted average cost of capital (WACC) and other risk assessment techniques. They will assess the impact of discount rates, interest rates, and growth projections on various valuation models, such as residual income valuation, dividend discount models, and market-based valuation methods.

SLO1: Develop practical skills in conducting equity valuation and financial modeling using real-world company data. They will apply valuation methodologies, including discounted dividend valuation, multiples analysis, and private company valuation, to generate pro forma financial statements and stock valuations. Through group projects, reports, and presentations, they will refine their ability to communicate valuation findings effectively in professional finance settings.

REQUIRED COURSE TOPICS:

1. Introduction to Valuation in International Environments

2. Framework for Business Analysis and Valuation & Strategy Analysis

3. Macroeconomic and Market Analysis

4. Industry & Company Analysis

5. Financial Statement Analysis and Mechanism

6. Financial Reporting Standards & Evaluating Financial Reporting Quality

7. Integration of Financial Statement Analysis Techniques & Introduction to Security Valuation

8. Cost of Capital Estimation & Applications

9. Discounted Dividend Valuation

10. Firm vs. Equity Valuation

11. DCF vs. McKinsey Approach to Asset Valuation

12. Residual Income Valuation

13. Market-based Valuation & Relative Valuation Models

14. Private Company Valuation

COURSE CODE: FIN-0306

COURSE TITLE: Corporate Governance

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Financial Accounting, Managerial Accounting and Principles of Finance, and CM1, CM2 and CM3. Corporate governance plays a crucial role in ensuring transparency, accountability, and ethical management within corporations. In response to major corporate scandals and financial collapses from the 1980s to the early 21st century, regulators and policymakers have sought ways to control managerial excesses, prevent corporate misconduct, and protect shareholders' interests. This course provides a comprehensive exploration of corporate governance, focusing on its historical development, theoretical foundations, and regulatory frameworks that shape modern corporate structures. Students will examine the evolution of corporate governance and its role in mitigating risks associated with managerial decision-making. They will analyze the function and responsibilities of the Board of Directors, including the significance of board committees, shareholder relations, and corporate disclosure. The course emphasizes accountability mechanisms, such as audits, internal controls, and corporate social responsibility (CSR) initiatives, which ensure ethical business practices and regulatory compliance. A critical component of the course is the study of key corporate governance regulations, including the Sarbanes-Oxley Act (SOX), and their impact on financial transparency and internal auditing. Students will explore frameworks such as the COSO Internal Control Framework and Enterprise Risk Management (ERM), which are designed to enhance corporate oversight and risk mitigation. Additionally, the course introduces the rising importance of Environmental, Social, and Governance (ESG) investments, highlighting how modern corporations align business strategies with sustainability and ethical considerations. By the end of the course, students will develop a thorough understanding of corporate governance principles, regulatory approaches, and ethical decision-making frameworks, preparing them for roles in corporate leadership, risk management, and financial oversight.

COURSE LEARNING OUTCOMES:

KLO1: Develop a deep understanding of the history, theories, and development of corporate governance, exploring how regulatory frameworks and governance mechanisms have evolved in response to corporate scandals and financial crises. They will examine the role of corporate governance in ensuring ethical management, accountability, and shareholder protection.

KLO2: Explore the key components of corporate governance, including the role of the Board of Directors, board committees, shareholder relations, and disclosure requirements. They will also assess the Sarbanes-Oxley Act (SOX), internal auditing processes, and control mechanisms that help corporations maintain financial transparency and ethical business practices.

KLO3: Examine the impact of corporate social responsibility (CSR) and environmental, social, and governance (ESG) investments on corporate decision-making and financial performance. They will explore how companies integrate sustainability initiatives and ethical considerations into their governance structures.

SLO1: Develop practical skills in analyzing corporate risk, auditing internal controls, and evaluating governance structures using frameworks such as the COSO Internal Control Framework and Enterprise Risk Management (ERM). Through case studies and real-world corporate scenarios, they will assess governance effectiveness and recommend improvements to strengthen corporate oversight and compliance.

REQUIRED COURSE TOPICS:

1. History of corporations and background

2. Theory of corporate governance (CG)

3. Development of CG

4. The Board of Directors

5. Board Committees

6. Relations with Shareholders and disclosure

7. Accountability, audit and controls in CG

8. CG approaches

9. Corporate social responsibility

10. SOX and Regulations

11. Audit of Internal Control Over Financial Reporting

12. Internal Control & COSO Framework

13. Enterprise Risk Management Frameworks

14. ESG Investments

COURSE CODE: FIN-0307

COURSE TITLE: Advanced Excel for Finance

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Financial Accounting, Managerial Accounting and Principles of Finance, and CM1, CM2 and CM3. Microsoft Excel is the most widely used analytical tool across industry. This course focuses on many of Excel's advanced features that will allow students to perform deep analyses - either as standalone investigations or as preliminary reviews to further analysis in other specialized environments such as Python's data analysis libraries or machine learning environments. Given the share of business information shared via Excel, it is essential that Business Analytics experts master the importing, exporting and manipulation of data with Excel. The familiarity of the business world with Excel as a communications tool makes it critical that analytics professionals be proficient in advanced Excel applications.

COURSE LEARNING OUTCOMES:

KLO1: Collect, sort and analyze data in Excel to analyze data under complex business scenarios

KLO2: Be able to use statistical, mathematical, financial and array functions in Excel

KLO3: Understand the regression models in Excel

SLO1: Build advanced models in Excel to analyze data under complex business scenarios

REQUIRED COURSE TOPICS:

1. Review of Excel fundamentals
2. Spreadsheet design
3. Data manipulation
4. Graphing
5. Excel functions - mathematical
6. Excel functions - statistical
7. Excel functions - financial
8. Excel functions - array functions
9. Pivot tables
10. Simple automation (macros)
11. Data cleaning using text functions
12. Spreadsheet models
13. Other financial functions
14. Debugging and Reviewing

COURSE CODE: FIN-0400

COURSE TITLE: Financial Derivatives

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Financial Accounting, Managerial Accounting and Principles of Finance, and CM1, CM2 and CM3. This course should not be taken if you have already completed FIN-C. This course provides an in-depth exploration of derivative securities, focusing on their mechanics, valuation, and strategic applications in financial markets. Derivatives play a crucial role in modern finance, offering investors and corporations tools to hedge risk, speculate on price movements, and enhance portfolio performance. The course begins with an introduction to derivatives, examining their fundamental characteristics and importance in global markets. It delves into the mechanics of futures markets, explaining how futures contracts are structured, traded, and used for risk management. Students will learn how to develop hedging strategies using futures, gaining insights into managing price fluctuations in commodities, interest rates, and financial assets. A significant portion of the course focuses on the valuation of derivative instruments. Students will explore methods for valuing forward and futures contracts, with special attention to interest rate futures and their impact on financial decision-making. The course then shifts to options markets, covering the mechanics of options trading, the properties of stock options, and various trading strategies involving options. Advanced valuation techniques such as the binomial tree model and the Black-Scholes-Merton model will be introduced to determine option pricing under different market conditions. Beyond standard derivatives, the course examines exotic options, swaps, and credit derivatives, providing insights into complex financial instruments used for advanced risk management and speculation. By the end of the course, students will have a comprehensive understanding of derivative markets, pricing models, and their applications in trading, hedging, and investment strategies in real-world financial environments.

COURSE LEARNING OUTCOMES:

KLO1: Develop a comprehensive understanding of derivative instruments, including futures, options, swaps, and credit derivatives. They will explore how these financial products function within global markets and how they are used for speculation, hedging, and risk management.

KLO2: Learn to apply key valuation models such as binomial trees, the Black-Scholes-Merton model, and pricing techniques for forwards and futures contracts. They will gain insights into how derivatives derive their value from underlying assets and the factors influencing their pricing.

KLO3: Develop practical skills in constructing and assessing derivative-based investment and hedging strategies. They will use real-world market data to analyze derivative positions, assess risk exposures, and apply valuation models to make informed financial decisions in trading and portfolio management.

SLO1: Examine various options trading strategies, such as covered calls, protective puts, and straddles, and evaluate how they can be used to achieve different financial objectives. They will also assess hedging strategies using futures and the role of derivatives in mitigating financial risks for investors and corporations.

REQUIRED COURSE TOPICS:

1. Introduction to Derivatives

2. Mechanics of futures markets

3. Hedging strategies using futures

4. Valuing Forward & Futures Contracts

5. Interest Rate Futures

6. Mechanics of Options Markets

7. Properties of Stock Options
8. Trading Strategies Involving Options
9. Binomial Trees
10. Black-Scholes-Merton Model
11. Options for Stock Indices & Currencies
12. Exotic Options
13. Swap
14. Credit Derivatives

COURSE CODE: FIN-0401

COURSE TITLE: Risk Management

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Financial Accounting, Managerial Accounting and Principles of Finance, and CM1, CM2 and CM3. This course should not be taken if you have already completed FIN-C. Risk management plays a fundamental role in financial decision-making, as demonstrated by recent financial crises that highlighted the vulnerabilities of individuals, firms, and financial institutions. In an ever-evolving financial landscape, understanding and mitigating risks is essential for maintaining stability and ensuring long-term success. This course provides a comprehensive exploration of risk assessment, measurement, and control, equipping students with the tools and frameworks necessary to manage financial risk effectively. It delves into the different types of risk, including interest rate risk, credit risk, market risk, operational risk, and systemic risk, while examining the strategies used to mitigate their impact. Students will explore risk management techniques in banking, insurance, pension funds, and asset management, gaining insight into how financial institutions monitor and control their exposure. Special attention is given to derivatives-based risk management, including swaps and securitization, and their role in financial markets. The course also examines volatility, Value at Risk (VaR), and Expected Shortfall, providing students with quantitative tools to evaluate risk exposures. A significant component of the course focuses on regulatory frameworks such as Basel I, Basel II, Basel III, and Solvency II, helping students understand how financial institutions comply with global risk regulations. The course also covers post-crisis regulatory changes, analyzing how they address financial system vulnerabilities. Through case studies, real-world applications, and quantitative modeling, students will develop the ability to assess and manage risk effectively in financial institutions, investment management, and corporate settings, preparing them for careers in risk analysis, financial regulation, and asset management.

COURSE LEARNING OUTCOMES:

KLO1: Gain a deep understanding of various types of financial risk, including interest rate risk, credit risk, market risk, operational risk, and systemic risk. They will explore how these risks impact individuals, firms, and financial institutions, as well as the broader economy.

KLO2: Learn the fundamental tools used to measure and manage financial risk, such as Value at Risk (VaR), Expected Shortfall, volatility analysis, and credit risk modeling. They will examine how financial institutions and corporations apply these techniques to monitor and mitigate their exposure to financial uncertainty.

KLO3: Develop an understanding of the Basel Accords (Basel I, Basel II, Basel III), Solvency II, and other post-crisis regulatory changes. They will analyze how these regulations impact financial institutions, ensuring compliance while minimizing systemic risk in global markets.

SLO1: Develop practical skills in evaluating and managing risk within financial institutions, investment portfolios, and corporate settings. Through case studies and data-driven analysis, they will apply risk assessment models, securitization strategies, and derivatives-based risk management techniques to real-world financial situations.

REQUIRED COURSE TOPICS:

1. Introduction to Risk Management

2. Interest Rates Risk Management

3. Swaps Risk Management

4. Bank Risk Management

5. Insurance & Pension Risk Management

6. Asset Managers' Risk Management

7. Securitization and the Global Financial Crisis

8. Volatility

9. Value at Risk and Expected Shortfall

10. Into to Basel I, Basel II, & Solvency II

11. Basel II and Advanced IRB

12. Basel II.5, Basel III, Other Post Crisis Changes

13. Estimating Default Probabilities

14. Operational Risk & Credit VaR

COURSE CODE: FIN-0402

COURSE TITLE: Mergers & Acquisitions

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Financial Accounting, Managerial Accounting and Principles of Finance, and CM1, CM2 and CM3. Mergers and Acquisitions (M&A) play a critical role in shaping the modern corporate landscape, influencing industries, markets, and economies worldwide. This course provides a comprehensive exploration of the M&A process, examining its historical evolution, strategic rationale, financial implications, and regulatory challenges. Students will gain insight into why companies pursue acquisitions, the risks and opportunities involved, and the factors that determine the success or failure of M&A deals. The course covers the entire M&A lifecycle, beginning with an analysis of global M&A trends and industry-specific activities. Students will explore strategic frameworks that drive successful mergers, as well as case studies highlighting failed acquisitions and their key lessons. A key focus will be on deal structuring, financing, and valuation techniques, including the Adjusted Present Value (APV) M&A model and methods for assessing capital requirements. The course will also address the complexities of due diligence, covering areas such as financial, tax, legal, and human resources evaluations that impact deal execution. Additionally, students will learn about negotiation tactics, auction processes, and hostile takeover strategies, developing an understanding of how companies defend themselves against unsolicited bids. The course will also introduce regulatory considerations, including antitrust laws and ethical challenges in M&A transactions. Through real-world case discussions and hands-on financial modeling exercises, students will develop the critical thinking, strategic planning, and financial analysis skills necessary to evaluate and execute M&A transactions successfully. By the end of the course, students will be prepared to navigate the complexities of mergers and acquisitions in corporate and financial environments.

COURSE LEARNING OUTCOMES:

KLO1: Develop a comprehensive understanding of why companies engage in M&A transactions, including strategic growth, market expansion, synergies, and financial restructuring. They will examine historical M&A trends and analyze both successful and failed deals to understand key success factors.

KLO2: Gain expertise in the end-to-end M&A process, from deal sourcing and negotiations to post-merger integration. They will explore critical areas of due diligence, such as financial, tax, legal, and human resource evaluations, as well as the impact of antitrust regulations and ethical considerations in M&A transactions.

KLO3: Learn M&A valuation methods, including Discounted Cash Flow (DCF), Adjusted Present Value (APV), and multiples-based analysis. They will also explore deal structuring, capital requirements, and financing options, understanding how different deal designs impact shareholder value and corporate performance.

SLO1: Develop practical skills in M&A financial modeling, valuation, and deal negotiation. Through case studies and simulations, they will assess real-world transactions, structure deals, and develop strategic recommendations for mergers, acquisitions, and hostile takeovers.

REQUIRED COURSE TOPICS:

1. Introduction to M&A

2. M&A Trends and Activities (Worldwide, Regions and Industries)

3. M&A Strategies that work and fail

4. The M&A Process

5. Auctions & Negotiations

6. Due Diligence areas (e.g. Financial, Tax, Legal, HR)

7. M&A Valuation

8. APV M&A Model

9. Capital raised need

10. Consolidated Financial Statements

11. Deal Design & Financing

12. Hostile Takeovers: Attack & Defence

13. Deal Design & Financing

14. Ethics in M&A

COURSE CODE: FIN-0403

COURSE TITLE: International Business Finance

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Financial Accounting, Managerial Accounting and Principles of Finance, and CM1, CM2 and CM3. Corporate finance plays a fundamental role in shaping the financial health and strategic direction of businesses. Every corporate decision, from investment and funding choices to capital structure and liquidity management, carries financial implications. This course provides an in-depth exploration of corporate finance principles, emphasizing their application in both domestic and international business contexts. Students will gain a comprehensive understanding of financial markets, business funding mechanisms, and the valuation of financial assets, including bonds, equities, and free cash flows. The course is structured into four key areas: corporate finance environment and asset valuation, capital investment decisions, capital structure and dividend policy, and international business finance. Students will explore fundamental topics such as the time value of money, capital budgeting techniques, and risk management strategies, learning how these concepts drive corporate decision-making. Additionally, the course delves into capital structure optimization, dividend payout policies, and liquidity management, equipping students with the knowledge to assess financial stability and performance. A significant portion of the course focuses on international finance, covering topics such as the foreign exchange market, international parity conditions, foreign currency derivatives, interest rate risk, and global capital accessibility. Students will examine the complexities of raising capital globally, managing multinational tax structures, and evaluating foreign direct investment risks, including political and economic uncertainties. By integrating financial theory with real-world case studies, students will develop practical financial analysis and decision-making skills, preparing them for careers in corporate finance, international investment, and financial management within multinational corporations.

COURSE LEARNING OUTCOMES:

KLO1: Develop a strong foundation in corporate finance theory, including the role of financial markets, time value of money, capital budgeting, and asset valuation. They will learn how financial decisions impact business performance and shareholder value.

KLO2: Explore capital investment strategies, capital structure optimization, dividend policies, and liquidity management. They will gain insights into how firms raise and allocate capital, manage financial risk, and evaluate investment opportunities to maximize corporate value.

KLO3: Examine multinational financial management, including foreign exchange markets, international parity conditions, global cost of capital, and cross-border acquisitions. They will analyze the financial challenges and opportunities businesses face in the global economy, such as currency risk, interest rate fluctuations, and political risk.

SLO1: Develop practical skills in financial modeling, investment analysis, and risk assessment. Using real-world case studies, they will apply capital budgeting techniques, foreign currency derivatives, and multinational capital structure strategies to make informed corporate finance decisions.

REQUIRED COURSE TOPICS:

1. Multinational Financial Management: Opportunities & Challenges

2. The International Monetary System

3. The Foreign Exchange Market

4. International Parity Conditions

5. Foreign Currency Derivatives: Futures & Options

6. Interest Rate Risk & Swaps
7. Transaction & Operating Exposure
8. The Global Cost & Availability of Capital
9. Raising Equity & Debt Globally
10. Multinational Tax Management
11. International Trade Finance
12. Foreign Direct Investment & Political Risk
13. Multinational Capital Budgeting
14. Cross-Border Acquisitions

COURSE CODE: GED-0100

COURSE TITLE: Financial Therapy

CREDITS: 1.5

COURSE DESCRIPTION:

This course explores the intersection of financial planning and psychology, examining how emotions, beliefs, and behaviors impact financial decision-making and overall well-being. Students will learn the core principles of financial therapy, develop skills in communication and client interaction, and gain an understanding of how to address common financial challenges.

COURSE LEARNING OUTCOMES:

KLO1: The Psychology of Money: Explore how beliefs, attitudes, and emotions about money are formed and how they influence financial behavior.

KLO2: Cognitive Biases in Financial Decision-Making: Understand common mental shortcuts and biases that lead to irrational financial choices.

KLO3: Ethical Considerations in Financial Therapy: Learn about confidentiality, professional boundaries, and the scope of practice in financial therapy.

KLO4: Financial Assessment and Goal Setting: Learn how to evaluate financial situations, identify strengths and weaknesses, and set SMART financial goals.

KLO5: Debt Management and Budgeting: Master strategies for managing debt, creating realistic budgets, and developing healthy spending habits

REQUIRED COURSE TOPICS:

1. Understand the psychological and emotional factors that influence financial behavior.

2. Apply financial therapy principles to personal financial management and client interactions.

3. Develop effective communication and counseling skills for addressing financial issues.

4. Identify and analyze common financial problems and develop appropriate solutions.

5. Recognize ethical considerations and professional standards in financial therapy.

COURSE CODE: GED-0200

COURSE TITLE: The History of Entertainment in London

CREDITS: 1.5

COURSE DESCRIPTION:

This course traces the rich and dynamic history of entertainments in London from 1780 to the modern day, exploring how opera, ballet, music halls, theatre, cinema, and popular entertainment have shaped and been shaped by cultural, economic, political, and social forces. Through a historical lens, students will examine the evolution of audience experiences, the impact of technological and scientific advancements on performance, and the ways in which London has remained a global centre of entertainment for over two centuries. Students will explore how elite cultural institutions like the Royal Opera House coexisted with and adapted to the rise of music halls, vaudeville, and popular theatre. The course will also consider how immigration, class divisions, and political movements influenced the types of entertainment available to different audiences, and how London's entertainment industry responded to major historical events, from the Industrial Revolution to World Wars and the digital age. Through guided tours of historic venues, including the Royal Opera House, The London Palladium, and Wilton's Music Hall. Archival research at the British Library and the Victoria & Albert Museum Theatre and Performance Archives and guest speakers from London's arts and entertainment industry, students will gain a deeper understanding of how entertainment functions as both a reflection of and a force for cultural change.

COURSE LEARNING OUTCOMES:

KLO1: Analyse the historical development of London's entertainment industries, from opera houses to music halls, and their impact on cultural identity and examine how social, political, and economic forces have shaped audience behaviours and artistic production.

KLO2: Trace the evolution of audience engagement and responses to different forms of entertainment, from the elite to the working-class experience.

REQUIRED COURSE TOPICS:

1. Introduction to Entertainment in London - Mapping the entertainment landscape from 1780 onwards.

2. The Rise of the Opera and Ballet Houses (1780-1850) - High culture, patronage, and elite audiences at Covent Garden and Drury Lane.

3. The Music Hall Boom (1850-1910) - Working-class entertainment, gender roles, and the golden age of vaudeville.

4. Victorian Theatre and Melodrama - Innovations in theatre architecture, gas lighting, and changing audience demographics.

5. The Influence of Politics on Entertainment - Censorship laws, suffrage movements, and radical performances.

6. Cinema and the Birth of Mass Entertainment (1900-1945) - Silent films, talkies, and London's role in early film history.

7. Postwar Entertainment and the Rise of Youth Culture (1945-1970s) - West End musicals, rock and roll, and the emergence of the counterculture.

8. Television, Comedy, and Alternative Theatre (1970s-1990s) - The impact of the BBC, fringe theatre, and political satire.

9. Digital Transformations (2000-Present) - How streaming, social media, and immersive technology have reshaped entertainment.

10. London as a Global Entertainment Hub - The continuing relevance of London's West End, stadium concerts, and contemporary performance art.

COURSE CODE: GED-0202

COURSE TITLE: Global Human Rights

CREDITS: 1.5

COURSE DESCRIPTION:

What are universal human rights, how are they recognized and enforced around the globe, and what are their effects? This course examines the gradual development of an international human rights regime and its social and political effects in the 20th Century. This international regime is characterized by widely accepted norms, binding treaties with implementation mechanisms, access by individual victims to global and regional machinery, and transnational networks of activists and non-governmental organizations. This course will focus on understanding how this regime came into being, its historical effects, how it continues to evolve, and its significance for the lives of those who continue to suffer abuses around the world. By the end of the course, each student will understand key concepts and debates concerning human rights and their role in securing justice, peace and stability on the international stage, understand the scope of human rights abuses in the world, and be able to think seriously about what is to be done when they occur.

COURSE LEARNING OUTCOMES:

KLO1: Understand the trade-offs involved in promoting some human rights over others, and the necessity of making such choices when deciding on how resources are devoted to addressing human rights.

KLO2: Have a basic understanding of how international human rights law is created and enforced, including the role of governments, NGO's, and individual actors in that process.

KLO3: Understand the benefits and weaknesses of three main tools used to address human rights abuses after they have occurred, namely: trials, truth commissions and reparations.

KLO4: Understand her or his own perspectives on the appropriate role of human rights laws and policies in the international world order.

SLO1: Written communication skills: clearly and concisely describe and defend her or his perspective on the appropriate role of human rights in the international world order, with reference to relevant sources to back up their position

REQUIRED COURSE TOPICS:

1. The idea of a human rights regime

2. Sympathy and reason

3. Natural rights and legal principles

4. Human rights in international law

5. Human rights and the sources of moral pressure

6. Culture and human rights

7. International peacekeeping

8. International development assistance

9. Economic and resource rights

10. Vengeance and forgiveness

11. Reparations and recovery

COURSE CODE: GED-0203

COURSE TITLE: Museums, Galleries & Graffiti: Visual Arts in London

CREDITS: 1.5

COURSE DESCRIPTION:

London is a global hub for the visual arts, home to some of the world's most renowned museums, commercial galleries, and cutting-edge street art scenes. This course introduces students to the critical study of the arts while engaging directly with London's vibrant cultural landscape. It examines the intersections between art, commerce, and public space, helping students understand how visual arts function within both subsidized and commercial sectors. Students will explore a broad range of media, periods, and styles, from the classical collections of the British Museum and the National Gallery to contemporary exhibitions at the Tate Modern and the role of graffiti in shaping London's urban identity. They will analyze how institutions curate narratives, how artists respond to social and political issues, and how businesses leverage the arts for branding, tourism, and real estate development. Through site visits, discussions, and creative projects, students will develop their own critical perspectives on visual art, articulating and justifying their tastes while gaining insights into the economic and cultural forces that shape the art world today.

COURSE LEARNING OUTCOMES:

KLO1: Understand, define, and apply important critical concepts in the humanities related to the visual arts, including representation, authorship, and interpretation.

KLO2: Analyze and contextualize artworks from various media, periods, styles, and producers, considering their social, political, and economic significance.

SLO1: Articulate and justify their own tastes and preferences in the visual arts through written reflections and class discussions, developing skills in critique and analysis.

SLO2: Examine the role of arts institutions, commercial galleries, and public art in shaping cultural and economic life in London, understanding their impact on business and tourism.

SLO3: Evaluate the intersections of art and commerce, considering how visual culture is marketed, funded, and commodified in a global city like London.

REQUIRED COURSE TOPICS:

1. What is (and isn't) art? Debates on aesthetics, cultural value, and artistic legitimacy.

2. Visual arts in London - From the British Museum to Banksy: mapping the city's artistic landscape.

3. Tools for analysis - Medium, genre, context, and subtext in evaluating visual art.

4. Public and private spaces - Art in the streets, museums, and corporate settings.

5. The idea of the museum - Institutional narratives, curation strategies, and audience engagement.

6. The arts as a business - Funding models, branding, and the role of galleries and auction houses.

7. Street art and urban identity - Graffiti, gentrification, and the politics of public space.

8. Art and activism - How artists engage with social justice, environmental concerns, and political movements.

9. Creative industries and career paths - The role of business professionals in arts management, curation, and entrepreneurship.

10. Final project - Students develop a critical or creative response to London's visual arts scene.

COURSE CODE: GED-0204

COURSE TITLE: Representing London: The City in Literature, Art & Film

CREDITS: 1.5

COURSE DESCRIPTION:

London is not just a global financial hub-it is a city of stories, images, and ideas that shape the way we understand urban life, commerce, and culture. This course explores the ways London has been represented in literature, film, photography, music, and visual art, revealing the narratives that have defined and redefined the city over time. From Dickens' industrial London to contemporary multicultural expressions, we will examine how different voices-past and present-capture the contradictions of a metropolis that is both a center of power and a site of struggle. Through an interdisciplinary approach, students will analyze how London's identity is constructed and marketed, exploring its role in creative industries, tourism, and global media. Topics include the city's historical transformations, local vs. global representations, and its place in popular culture. As part of this course, students will step outside the classroom, engaging directly with London through site visits, archival research, and creative projects. The course culminates in students producing their own representation of London, using their choice of medium to express their understanding of the city. This course is designed for students interested in cultural analysis, creative industries, and the intersection of business and the arts.

COURSE LEARNING OUTCOMES:

KLO1: Analyze representations of London across different media, evaluating how historical, social, and economic contexts shape urban narratives.

KLO2: Evaluate how representations of London influence and reflect social, economic, and political dynamics, considering their impact on creative industries, tourism, and global perceptions of the city.

SLO1: Connect cultural depictions of London to contemporary issues in business, media, and urban development.

SLO2: Create an original representation of London, demonstrating an understanding of storytelling, branding, and audience engagement.

REQUIRED COURSE TOPICS:

1. Theories of Representation - How cities are imagined and constructed through media

2. London and the Industrial Revolution - Growth, class divides, and urban expansion

3. Cultural Policy and Urban Design - How government policies shape the city's image

4. London in Film and Television - From kitchen-sink dramas to Netflix, global media and the city

5. The City as a Brand - Tourism, storytelling, and commercializing place identity

6. Multicultural London - Representation and exclusion in a globalized city

7. Local Histories and Gentrification - Whose London gets remembered?

8. Subversive London - Counterculture, punk, and political resistance

9. Psychogeography - Walking the city, mapping the unseen

10. London's Future - How emerging technologies are shaping the city's identity

COURSE CODE: GED-0205

COURSE TITLE: Sound Capital: The Music Industry in the 21st Century

CREDITS: 1.5

COURSE DESCRIPTION:

The music industry has undergone a radical transformation in the 21st century. Streaming platforms, AI-generated music, social media marketing and blockchain technologies are disrupting traditional business models while artists navigate an industry shaped by algorithms and fan engagement. This course provides a comprehensive, critical, and future-facing exploration of the modern music industry by examining key sectors such as record labels, streaming services, publishing, live events, artist management, branding and emerging technologies. Students will analyse how music is monetized, the power dynamics within the industry and the growing role of technology in shaping success. Through readings, discussions and practical analysis, students will explore the challenges and opportunities of the contemporary music business. The course will encourage critical thinking about the industry's future and invite students to engage with current debates on creativity, commerce and technology in music.

COURSE LEARNING OUTCOMES:

KLO1: Understand the structure of the music industry - identify and explain the key sectors of the music industry, including record labels, publishing, streaming services, live events and artist management.

KLO2: Analyse revenue models - evaluate how music is monetized across different platforms and business models, including streaming, licensing, touring, branding, and emerging technologies like NFTs and blockchain.

KLO3: Explore legal and ethical issues - understand copyright, intellectual property, and fair compensation debates as well as the ethical challenges surrounding data collection, ai music and artist exploitation.

KLO4: Investigate the global music market - examine how regional markets, cultural trends and international business strategies influence the industry on a global scale.

SLO1: Creative Thinking - Application: students will apply their knowledge of industry structures, emerging technologies, and monetization strategies to develop innovative music business models or marketing campaigns.

REQUIRED COURSE TOPICS:

1. Who Owns Music? - Record labels, publishers and the industry's power players

2. Music Copyright and Intellectual Property - Who gets paid and how?

3. The Business of Streaming - The economics of Spotify, Apple Music and YouTube

4. Music Distribution and Streaming Royalties - Where does the money go?

5. Social Media, Virality and the Algorithmic Hit - How TikTok and Instagram shape careers

6. The Independent Artist Economy - DIY success, Bandcamp and crowdfunding

7. Artist Management and the Role of A&R - Finding, signing and developing talent

8. Touring, Festivals and Live Performance Economics - How artists make money from shows

9. Merchandising and Music Branding - The business of artist identity

10. The Algorithmic Music Industry - How AI, big data and playlists decide hits

11. NFTs, Blockchain and Music Ownership - New models for music revenue

12. AI-Generated Music and Virtual Artists - The rise of deepfake musicians
13. The Globalization of Music - K-pop, Afrobeats and the rise of non-Western markets
14. Ethical Challenges in the Music Industry - Payola, artist exploitation and streaming fraud

COURSE CODE: GED-0208

COURSE TITLE: Truth, Lies & Paranoia: Conspiracy Theories in Contemporary America

CREDITS: 1.5

COURSE DESCRIPTION:

In the age of QAnon, "fake news," and viral misinformation, conspiracy theories have moved from the relative fringes of American life to the centre stage. This course is an interdisciplinary elective that explores why so many people today believe that secretive, malignant hidden forces are pulling the strings behind events. From claims of government cover-ups to rumours of lizard people and secret cabals, we will dig into contemporary conspiracy theories and explore why these theories thrive in U.S. culture and what consequences they have for society. We will start each week with a notorious conspiracy case-study, such as the QAnon movement, the JFK assassination theories, or the Roswell case. We will then introduce scholarly frameworks from psychology, sociology, media studies, and critical theory to help explain how and why these ideas take hold. We'll examine how psychological factors like cognitive biases and paranoia push many to embrace conspiratorial thinking, and we will explore how social dynamics like in-group / out-group identity and widespread loss of trust in institutions fuel the spread of conspiracies. We will also analyse how both legacy and social media and culture shape and amplify these narratives. Along the way, we draw on critical theory insights from Jean Baudrillard's notion of hyperreality to Kurt Andersen's Fantasyland thesis to investigate whether American society is particularly prone to conspiracy theories, and why. This course aims to get students to actively explore the world of conspiracy theories through experiential learning. Students will be asked to conduct fieldwork outside campus - from observing online forums where conspiracy communities gather, to interviewing believers and skeptics, to visiting sites and events relevant to conspiracy culture if feasible. Students will bring these real-world observations back into the classroom, and integrate the insights gained into their scholarly research. We will use discussions, readings, and fieldwork to gain a deeper understanding of why conspiracy theories are so compelling to so many, how they evolve over time (from Cold War paranoia to COVID-19 rumours), and what impact they can have on politics, public health, and our trust in truth itself.

COURSE LEARNING OUTCOMES:

KLO1: Understand how cognitive biases and individual psychology contribute to conspiracy belief (pattern-seeking, confirmation bias, paranoia)? and why these false narratives can feel compelling and even comforting in times of uncertainty.

KLO2: Explore the ways in which social dynamics such as in-group/out-group identity, collective anxiety, and declining trust in institutions, together with media ecosystems, enable the spread and persistence of conspiracy theories in U.S. culture. Students will also understand key critical theory concepts like postmodern hyperreality and what Andersen argues is a peculiarly American tradition of blurring fact and fiction that help provide context for why conspiracies thrive in the USA.

KLO3: Trace how conspiracy theories in America have evolved from earlier historical episodes such as the JFK assassination conspiracy theories and Roswell to today's digital wildfire of misinformation. Students will also trace the real-world consequences these theories have had and continue to have on American politics, public health, science, and civic life.

SLO1: Critically Analyse Information: Apply an interdisciplinary analytical toolkit to evaluate conspiracy claims and media sources. This includes assessing the credibility of information (media literacy skills), recognising logical fallacies or biases in arguments, and using theories from psychology, sociology, and media studies to explain how a conspiracy theory is constructed and why it appeals.

SLO2: Conduct and Integrate Field Research: Develop practical research skills by conducting basic fieldwork (such as interviews, ethnographic observation online or offline, or case-study investigations) and ethically incorporating these firsthand observations into academic analysis. Students will translate their insights into a creative project such as a video documentary or podcast to sharpen their investigative and communication abilities.

REQUIRED COURSE TOPICS:

1. Introduction - What Is a Conspiracy Theory?
2. Cold War Paranoia and the Red Scare
3. Patterns, Biases, and the JFK Assassination
4. "They're Out There" - UFOs, Aliens, and Government Cover-Ups
5. Truth and Trust - Watergate and the Erosion of Confidence
6. Moral Panics and Hidden Enemies - The Satanic Panic
7. Secret Societies and the New World Order
8. Trauma, Truth, or Truther? - 9/11 Conspiracy Movement
9. Conspiracy vs. Science - Vaccines
10. Going Viral - Pizzagate and Internet-Born Conspiracies
11. Alternate Reality - QAnon and Hyperreality
12. Conspiracies in Mainstream Politics - From "Birthers" to the "Deep State"
13. Real-World Consequences - Conspiracy Extremism and Social Impact
14. Confronting Conspiracy Culture - Synthesis and Solutions

COURSE CODE: GED-0209

COURSE TITLE: America & the World

CREDITS: 1.5

COURSE DESCRIPTION:

This course examines the relationship between the United States and the wider world. Taking a political description of that power, or is it more suitable to see it as a benign leader, supplying necessary co-ordination and policing a globalizing world? And, what are the best ways to assess the scale and nature of American military power, its position in the world economy, the role it plays in world politics, and the nature of its engagement with international institutions. The course also considers the ideological roots and strategic thinking of American leaders and strategists. In addition to examining these themes, students will work in groups to research and present a case study of the bilateral relationship between the United States and one other particular nation.

COURSE LEARNING OUTCOMES:

KLO1: Understand the broad patterns of American foreign policy, including its rise to becoming a global power and its role in the world since the end of the Cold War.

KLO2: Articulate and critically analyze the concepts and key debates that have been used to explain the nature of America's world role.

KLO3: Critically analyze the nature and significance for America and the world of current US foreign policy, taking into consideration historical developments and multiple perspectives.

SLO1: Strengthen research, wriitng and public speaking skills: Through written submissions and in-class presentations, synthesize material from a variety of sources and effectively present their findings to a general audience

REQUIRED COURSE TOPICS:

1. America’s rise to a global power

2. Ideology and concepts of American power

3. The creation of an American world system

4. Origins and history of the Cold War

5. American hegemony in Europe and Japan during the Cold War

6. Global American hegemony during the Cold War

7. US foreign policy at the end of the Cold War

8. US foreign policy since 9/11

9. American economic power

10. American military power

11. The future of American power

COURSE CODE: GED-0210

COURSE TITLE: Introduction to Political Science

CREDITS: 1.5

COURSE DESCRIPTION:

This course will introduce students to core concepts in the study of political science and to the modern methods by which they are studied. Students will develop an understanding of the basic research methods of the discipline while studying a range of important questions relating to core political concepts, the functioning of political institutions and determinants of political phenomena across countries and political contexts. Topics will include: political legitimacy; forms of democracy; the historical, social and institutional determinants of authoritarian and democratic stability; the means and methods of authoritarian governance; and other topics chosen by the instructor. Students will have opportunities to apply their knowledge in several ways. They will investigate concepts at a theoretical level, critique scientific research, propose and test original hypotheses and use theory and evidence from the class as a basis for making policy recommendations.

COURSE LEARNING OUTCOMES:

KLO1: Understand, articulate and apply important theoretical concepts in political science.

KLO2: Describe and compare a range of political dynamics, institutions and phenomena.

KLO3: Interpret and critically assess specific pieces of research in political science.

SLO1: Communication Skills Develop writing, editing, and multimedia communication skills through varied assignments, including analytical essays and live presentations.

COURSE CODE: GED-0211

COURSE TITLE: Introduction to Ethical Philosophy

CREDITS: 1.5

COURSE DESCRIPTION:

In this course, we will together explore the works and ideas of philosophers from around the world and throughout human history. The focus of the course will be on understanding how thinkers have come to explain, understand and grapple with the big questions of human life. Through class discussions, student reading and research, we will study not just "the philosophies" and major works of the famous philosophers, but more importantly how and why they approached the work they did including the nature of critical thinking, the limits knowledge and the value of studying philosophy. We will also work to put these big ideas into the context of today's biggest challenges, opportunities and conflicts. Assignments will provide opportunities for students to pick the areas of philosophy (or specific works) most interesting to themselves and dig deeper into those topics.

COURSE LEARNING OUTCOMES:

KLO1: Explain the fundamental ideas and questions explored in the field of philosophy

KLO2: Understand the major differences between and similarities shared by different philosophers and how those ideas have contributed to history - particularly across continents, generations and cultures

SLO1: Use the lessons and skills of philosophy as a foundation to their ability think critically and solve abstract problems

REQUIRED COURSE TOPICS:

1. What is philosophical inquiry?

2. The taxonomy of philosophical thinking (existential vs ontological vs eschatological, etc)

3. The big questions

4. Eastern philosophers

5. Western philosophers (including the Americas)

6. African and middle eastern philosophers

7. Current thinking and applications of philosophy

COURSE CODE: GED-0212

COURSE TITLE: Comparative World Religions

CREDITS: 1.5

COURSE DESCRIPTION:

This course will serve as a general introduction to the basic religious concerns of humanity, exploring the ways in which religions have developed in Eastern and Western history, giving intellectual, moral, and institutional expression to the meaning of human existence. The course will survey the major religions of the world, both Eastern and Western, outlining their beliefs, central tenants and histories.

COURSE LEARNING OUTCOMES:

KLO1. Understand the historical development and evolution of religious traditions

KLO2. Understand the philosophical and ethical dimensions of religious traditions

KLO3. Identify and discuss potential implications of various religious traditions for living in contemporary society

SLO1: Written communication: Through a combination of self-reflective and analytical assignments, students will compare and contrast different religious traditions, reflect on their own traditions, and develop the ability to share informed communication with those who affirm to another tradition.

REQUIRED COURSE TOPICS:

1. Religion as a cultural system
2. Mindfulness
3. Structure of religious tradition
4. Relativism & Universalism
5. History of religion
6. Faith, knowledge & salvation
7. Religion & psychology
8. Mythology & religious symbolism
9. Religious pluralism
10. Theistic, polytheistic, monotheistic, pantheistic & non-theistic religions
11. Taoism, Confucianism & Neo-Confucianism

COURSE CODE: GED-0213

COURSE TITLE: Emerging Technologies

CREDITS: 1.5

COURSE DESCRIPTION:

New and emerging technologies are transforming industries, economies, and societies at an accelerating pace. This course provides a structured approach to understanding how these innovations progress through stages of hype, adoption, and maturity, using frameworks such as Gartner's Hype Cycle and Rogers' Diffusion of Innovations. Beyond their business potential, emerging technologies also raise critical questions about their societal implications-such as ethical concerns, privacy risks, workforce disruptions, and broader social inequalities. This course equips students with analytical tools to assess both the business opportunities and societal impacts of technological advancements. Through case studies, discussions, and scenario analysis, students will develop a holistic perspective on innovation, enabling them to make informed decisions about technology adoption in a business and societal context.

COURSE LEARNING OUTCOMES:

KLO1: Evaluate the business and societal impact of emerging technologies using structured frameworks, including hype cycles, adoption curves, and ethical considerations.

KLO2: Critically assess the risks, opportunities, and broader social implications of technological innovations to support responsible and strategic decision-making.

SLO1: Develop strong critical thinking skills to analyze emerging technology trends, question assumptions, and distinguish between hype and genuine innovation.

REQUIRED COURSE TOPICS:

1. Understanding Emerging Technologies: Definitions, Frameworks, and Societal Context

2. The Innovation Adoption Lifecycle and Social Change

3. The Business Case for Emerging Technologies: Value vs. Responsibility

4. The Business Case for Emerging Technologies: Value vs. Responsibility

5. Barriers to Adoption: Ethical, Regulatory, and Social Challenges

6. Technology Risk, Security, and Societal Uncertainty

7. Futures Thinking, Technology Forecasting, and Societal Well-Being

COURSE CODE: GED-0215

COURSE TITLE: Emotional Intelligence

CREDITS: 1.5

COURSE DESCRIPTION:

Emotional Intelligence (EQ) is a critical skill for business leaders, influencing decision-making, leadership effectiveness, team dynamics, and organizational success. In an increasingly complex and fast-paced business environment, leaders with high EQ can build stronger relationships, manage stress effectively, navigate conflicts, and inspire teams toward success. This course introduces the Emotional Intelligence (EI) framework, focusing on its five key components: self-awareness, self-regulation, motivation, empathy, and social skills. Students will explore how EQ impacts leadership, communication, collaboration, and organizational culture. The course will also provide practical tools for developing emotional intelligence, enhancing leadership presence, and improving interpersonal interactions in professional settings. Through case studies, role-playing exercises, and self-assessments, students will gain insights into how to apply emotional intelligence to real-world business scenarios, including managing diverse teams, handling workplace stress, and leading through change. By the end of the course, students will be equipped with the self-awareness and interpersonal skills necessary to foster a positive work environment, improve team performance, and navigate leadership challenges with confidence and emotional agility.

COURSE LEARNING OUTCOMES:

KLO1: Develop Self-Awareness and Emotional Regulation - Recognize personal emotional triggers, assess strengths and areas for growth, and apply techniques to manage stress, control impulses, and remain adaptable in business settings.

KLO2: Enhance Leadership and Interpersonal Effectiveness - Utilize emotional intelligence to improve communication, collaboration, conflict resolution, and decision-making, fostering a positive organizational culture and high-performing teams.

SLO1: Demonstrate emotional intelligence in business scenarios by effectively managing their own emotions, responding empathetically to others, and applying EQ principles to leadership, teamwork, and decision-making.

REQUIRED COURSE TOPICS:

1. Introduction to Emotional Intelligence and its Business Impact

2. Self-Awareness: Understanding Your Strengths and Blind Spots

3. Self-Regulation: Managing Emotions for Effective Leadership

4. Motivation: Driving Personal and Team Performance

5. Empathy: Building Stronger Relationships in the Workplace

6. Social Skills: Communication, Influence, and Conflict Resolution

7. Emotional Intelligence in Decision-Making and Leadership

8. Applying Emotional Intelligence to Organizational Culture and Change

COURSE CODE: GED-0217

COURSE TITLE: Illuminating Moral Leadership Through Literature

CREDITS: 1.5

COURSE DESCRIPTION:

Successful leaders are inevitably presented with moral and ethical choices. This literature-based course is designed to encourage students to confront those fundamental moral challenges, to develop skills in moral analysis and judgment, and to come to terms with their own definition of moral leadership and how it can be translated into action. Drawing on the inspiration of major literary and historical figures such as Machiavelli, Conrad, Shackleton, Homer, and Achebe, and based upon an impressive array of literary sources, including excerpts from novels, plays, history, and biography, the course centers on four questions implicitly asked of all leaders: What is the nature of a moral challenge? How do people 'reason morally'? How do leaders contend with the moral choices they face? How is moral leadership different from leadership in general?

COURSE LEARNING OUTCOMES:

KLO1: The course emphasizes that leadership is often about managing complexity, ambiguity, and conflicting responsibilities. It teaches students to build their own framework for moral leadership by examining real-life situations depicted in fiction and philosophy. Students refine their ability to think critically, make tough decisions, and align their personal values with leadership actions.

KLO2: The course draws on literary and historical examples, such as Shackleton's leadership in crises and Machiavelli's insights into power. These case studies help students connect abstract leadership theories with real-world scenarios, preparing them for high-pressure situations where moral compromise is tempting but long-term integrity is crucial for sustainable success.

SLO1: Development of Ethical Leadership Skills: Moral decision-making is integral to effective management. Leaders often face conflicting interests among stakeholders-employees, shareholders, and society-and must make decisions that balance these interests ethically. This course helps students analyze moral dilemmas and develop frameworks to navigate ambiguity, a skill that managers frequently need when balancing profit with purpose.

REQUIRED COURSE TOPICS:

1. Foundations of Moral Leadership: Exploring the Concept of Leadership through Ancient Texts

2. Power and Morality: Lessons from Machiavelli's The Prince

3. Colonialism and Ethical Ambiguity: Conrad's Heart of Darkness

4. Resilience and Responsibility: Shackleton's Leadership in Endurance

5. Navigating Loyalty and Betrayal: Shakespeare's Julius Caesar

6. Moral Leadership in Unjust Systems: Chinua Achebe's Things Fall Apart

7. The Limits of Duty and Personal Sacrifice: Kazuo Ishiguro's The Remains of the Day

8. Corporate Responsibility and Moral Blindness: Arthur Miller's Death of a Salesman

9. Women and Moral Leadership: Antigone by Sophocles

COURSE CODE: GED-0218

COURSE TITLE: Trading in Disease: The History of Medicine in Britain, 1700-Present

CREDITS: 1.5

COURSE DESCRIPTION:

Medicine has always been a business. From miracle cures and patent medicines to cutting-edge surgical techniques and global pharmaceutical markets, the history of medicine is deeply intertwined with commerce, entrepreneurship, and marketing. This course explores the evolution of medicine in Britain from the 18th century to today, tracing its transformation from a competitive, profit-driven trade to a modern, regulated industry. Students will examine the role of advertising in medical practice, the economic impact of disease, and the ethical dilemmas that arise when health meets profit. Through historical case studies, students will analyze how entrepreneurs, corporations, and governments have influenced medical advancements. Topics include the Victorian market for dubious remedies, the rise of surgical spectacle and branding, and the global trade in pharmaceuticals. The course also investigates issues of race, class, gender, and colonialism in the development of medical industries. Students will visit medical museums, engage with archival materials in the classroom, and reflect on contemporary debates in healthcare economics. *This updated course proposal makes the original content more relevant to today's business students by emphasizing entrepreneurship, marketing, and the economics of healthcare. Please let me know if you'd like further refinements.

COURSE LEARNING OUTCOMES:

KLO1: Analyze the historical relationship between medicine and business, evaluating how marketing, entrepreneurship, and economic forces have shaped medical practices and institutions.

KLO2: Assess the ethical and social implications of commercialized healthcare, considering how race, class, gender, and colonial histories have influenced medical markets and access to care.

SLO1: Ethical decision making - Students will gain practical experience in assessing ethical dilemmas in the commercialization of medicine. They will explore issues such as pharmaceutical marketing, healthcare access, and regulatory challenges, equipping them with the ability to make informed, ethical decisions in business and policy settings.

REQUIRED COURSE TOPICS:

1. The Economics of Health: From private practitioners to public healthcare systems

2. The Medical Marketplace: Quacks, entrepreneurs, and the rise of pharmaceutical branding

3. Dissecting the Body: Anatomy, education, and the business of dissection

4. Performing Surgery: Spectacle, skill, and professional reputation

5. Epidemics and Commerce: How diseases have shaped global trade and policy

6. Drugs, Trade, and Regulation: The rise of pharmaceuticals and their global impact

7. Exploiting Madness: Business and ethics in mental health institutions

8. War and Medicine: Innovation and commercialization in battlefield healthcare

COURSE CODE: GED-0220

COURSE TITLE: The Arts in Boston

CREDITS: 1.5

COURSE DESCRIPTION:

This course offers a general introduction to the wealth of artistic endeavors in Boston, from fine arts to the performing arts to the impact of art and design on architecture and real estate. It aims to help students develop an answer to the question: What is art worth? Classes combine lectures, discussions, visits to museums, galleries, and public spaces, viewings of films, and attendance at performances. Leading local practitioners will offer insights into their work as guest speakers. Optional readings provide background and detail for interested students. Because it takes place largely outside the classroom, the course gives students a chance to explore Boston. Because this course requires you to visit museums and attend performances, including 2 required evening performances, students will incur additional expenses of approximately $100 in admission fees payable to the institutions we visit.

COURSE LEARNING OUTCOMES:

KLO1: A good understanding of the major artistic industries in the Greater Boston metropolitan area.

KLO2: A practical command of basic approaches, concepts, and conventions of critical analysis in the humanities, and the ability to apply them in short review essays.

KLO3: Familiarity with the geography and cultural resources of Boston and its neighbouring cities and towns.

KLO4: A personal response to the question "What is art worth?"

SLO1: Critical thinking and Communication Skills: Develop writing, editing, and communication skills through short review essays and personal reflection assignments.

REQUIRED COURSE TOPICS:

1. Is Art History?

2. Educated Art: Principles of art criticism

3. Art & Society: What are museums for?

4. Media

5. Fine Art: The Business of Fine Art

6. Blockbusters: Architecture?

7. Innovation?

8. People’s Art: A brief history of popular art

9. Art & Technology?

10. Real Estate, Business & Art

COURSE CODE: GED-0224

COURSE TITLE: The Business of Fear

CREDITS: 1.5

COURSE DESCRIPTION:

This course examines the commodification of fear, death and control in contemporary capitalism, exploring how economic systems profit from crisis, instability and human vulnerability. We will investigate how fear is weaponized in political, advertising, and religious contexts, creating self-sustaining industries that thrive on uncertainty and anxiety. Through selected focal points - AI-driven afterlives, climate catastrophe profiteering and doomsday movements - students will critically analyse how industries transform death, disaster and crisis into sources of profit. Additionally, we will engage with philosophical debates on topics such as human extinction, digital immortality and the ethics of corporate exploitation in times of societal crisis. This course challenges students to consider who benefits from fear and suffering in capitalist systems and whether economic models are inherently dependent on crisis, mortality and instability. If death, fear and even apocalyptic scenarios have become central to business strategies, we will question whether it is possible to break free from these cycles and reimagine alternative systems of value.

COURSE LEARNING OUTCOMES:

KLO1: Analyse how fear is used as a tool to drive consumer behaviour, influence markets and increase profits and examine fear-based marketing strategies.

KLO2: Evaluate fear in political, economic and cultural contexts and explore the effectiveness and psychological mechanisms behind fear-based tactics.

SLO1: Critical Thinking - Evaluation: students will assess the effectiveness of various fear tactics, weighing their impact and appropriateness in achieving desired outcomes.

REQUIRED COURSE TOPICS:

1. Fear as a Commodity - How businesses, governments, and religions profit from fear

2. Selling the Apocalypse - Doomsday economies, climate catastrophe profiteering, and threat inflation

3. The Aesthetics of Evil - Why villainy and dystopian aesthetics sell in luxury branding and tech

4. Necrocapitalism - How death and suffering generate economic growth

5. The Corporate Afterlife - AI avatars, digital immortality and cryonics as business models

6. Weaponized Design - How architecture, marketing, and psychological manipulation shape behaviour

7. Psychological Warfare in Marketing - How brands use subconscious fear to drive consumer behaviour

8. Should Humanity End Itself? - Antinatalism, eco-fascism and accelerationist theories of extinction

COURSE CODE: GED-0225

COURSE TITLE: It's All Greek to Me: Ancient Wisdom for Modern Problems

CREDITS: 1.5

COURSE DESCRIPTION:

This course explores the timeless wisdom of Greek philosophers, historians, and scientists and their relevance in today's world. From leadership and ethics to decision-making and innovation, students will examine how ancient Greek thought can inform modern business strategies, political governance, and personal development. Through discussions, case studies, and interactive assignments, students will apply classical ideas to contemporary challenges.

COURSE LEARNING OUTCOMES:

KLO1: Understand and analyze key ideas from Greek philosophers, historians, and scientists and evaluate their relevance to modern business, politics, and ethical decision-making.

KLO2: Critically assess the impact of ancient Greek thought on contemporary leadership, governance, and organizational strategy by drawing connections between classical texts and real-world applications.

SLO1: Apply Greek philosophical and strategic concepts to analyze and propose solutions to current business and political challenges through reasoned argumentation, structured debate, and persuasive communication.

REQUIRED COURSE TOPICS:

1. The Socratic method and its application in leadership, problem-solving, and negotiation.

2. Plato's "republic" and lessons on governance, justice, and corporate responsibility.

3. Aristotle and the role of virtue, character, and ethical decision-making in leadership.

4. Lessons from alexander the great-vision, adaptability, and risk-taking.

5. Athenian democracy vs. Modern governance, participatory leadership, and stakeholder engagement.

6. Thucydides: realpolitik, war, and strategic thinking for modern leaders.

7. Leadership lessons from the iliad & the odyssey: the balance of ambition, teamwork, and resilience.

COURSE CODE: GED-0226

COURSE TITLE: Great Britons

CREDITS: 1.5

COURSE DESCRIPTION:

"Great Britons" offers undergraduate students in Business the opportunity to explore the lives and achievements of extraordinary individuals from Great Britain who have significantly influenced both their own time and contemporary society. Spanning from 1800 to the present, this course examines a diverse array of figures - ranging from writers, monarchs, and inventors to entrepreneurs and social reformers - who have played pivotal roles in shaping the cultural, economic, and political landscape of Britain and beyond. As students engage with the course material, they will delve into the complexities of these individuals' lives, uncovering the traits that made them exceptional and the impacts of their contributions. The course emphasizes a critical understanding of history by focusing on both celebrated figures and lesser-known characters who have challenged the status quo. Through this exploration, students will gain insights into how personal ambition and societal contexts intertwine to create historical narratives. In addition to classroom learning, the course incorporates experiential components, including visits to museums, libraries, and historical sites. Students will have the opportunity to work with historical materials and artifacts, enhancing their understanding of the past in tangible ways. Learning from historians and engaging directly with historical places and objects will deepen their appreciation for Britain's rich heritage. Ultimately, "Great Britons" aims to foster critical thinking and historical awareness, equipping students with valuable perspectives that will inform their future endeavors in the business world and beyond.

COURSE LEARNING OUTCOMES:

KLO1: Students will develop a critical understanding of key historical figures from Great Britain who have significantly influenced various domains, such as literature, politics, science, and business, from 1800 to the present. Through in-depth analysis of their lives, achievements, and the societal contexts in which they operated, students will learn to identify the traits that contributed to these individuals' successes and the challenges they faced. This outcome will enable students to assess

KLO2: Students will enhance their research and communication skills through engaging with historical materials, conducting independent research projects, and participating in class discussions. This outcome will not only strengthen their ability to articulate complex ideas clearly and persuasively but also foster collaborative skills that are vital in any business setting.

SLO1: Analyze and present complex ideas effectively

REQUIRED COURSE TOPICS:

1. Adam Smith (1723-1790)

2. William Hunter (1718-1783)

3. Olaudah Equiano (c. 1745-1797)

4. Mary Wollstonecraft (1759-1797)

5. William Blake (1757-1827)

6. William Godwin (1756-1836)

7. Jane Austen (1775-1817)

8. Lord Byron (1788-1824)

9. Mary Shelley (1797-1851)

10. Charles Darwin (1809-1882)

11. Mary Seacole (1805-1881)

12. Florence Nightingale (1820-1910)

13. The Brontë Sisters (Charlotte: 1816-1855, Emily: 1818-1848, Anne: 1820-1849)

14. Ada Lovelace (1815-1852)

15. Queen Victoria (1819-1901)

16. William Morris (1834-1896)

17. Marie Stopes (1880-1958)

18. Winston Churchill (1874-1965)

19. Alan Turing (1912-1954)

20. Emmeline Pankhurst (1858-1928) 21. Ian Dury (1942-2000) 22. David Bowie (1947-2016) 23. Professor Stuart Hall (1932-2014) 24. Benjamin Zephaniah (b. 1958) 25. Hanif Kureishi (b. 1954) 26. Mat Frazer (b. 1980) 27. Alexander McQueen (1969-2010) 28. Stormzy (b. 1993)

COURSE CODE: GED-0227

COURSE TITLE: Monstrous Bodies

CREDITS: 1.5

COURSE DESCRIPTION:

"Monstrous Bodies" allows students to explore the cultural and political significance of bodies that challenge societal norms. This course focuses on literary and filmic representations of "monstrous" bodies-those that are perceived as transgressive, provocative, or politically subversive. Each week, we will analyse how various forms of embodiment, seen through lenses like gender, race, sexuality, disability, class, and ethnicity, are constructed and interpreted in literature and film. From Frankenstein's creature to modern-day cyborgs, monstrous bodies have been used to express anxieties about identity, power, and difference. We will examine how cultural texts engage with these anxieties and offer new ways of understanding the human body and its relationship to social structures. Topics will include psychoanalytic theories of the monstrous, the supernatural and gothic depictions of the body, the intersections of science, medicine, and politics in shaping bodily norms, and the implications of postcolonial, trans, hybrid, and cyborg identities in contemporary culture. This course fosters critical thinking and interdisciplinary analysis, helping students to understand the symbolic and real-world significance of marginalized or non-conforming bodies in cultural contexts. In each lesson, students will discuss how these bodies disrupt established boundaries, offering fresh perspectives on diversity, inclusion, and the politics of representation. By engaging with this material, students will gain insights into how cultural narratives influence our understanding of human identity, which is particularly relevant in today's global and interconnected world.

COURSE LEARNING OUTCOMES:

KLO1: Critical Analysis of Cultural Representations - Students will develop the ability to critically analyse how "monstrous" bodies have been represented in literature and film across the last 200 years. This outcome will foster students' ability to articulate complex ideas about identity, difference, and power, enhancing their capacity for critical thinking and interdisciplinary analysis.

KLO2: Application of Theoretical Frameworks - Students will enhance their understanding of key theoretical frameworks related to psychoanalysis, postcolonialism, feminism, queer theory, and disability studies by applying them to the analysis of monstrous bodies in literature and film. This learning outcome encourages students to think beyond the surface of the texts and consider the deeper implications of how bodies are shaped by and respond to structures of power.

REQUIRED COURSE TOPICS:

1. The Birth of the Monstrous Body: Gothic Origins
2. Psychoanalysis and the Uncanny Body
3. Gender and the Monstrous Feminine
4. Race and the Monstrous Other
5. Disability and the Grotesque
6. Queer Bodies and Transformation
7. Colonialism, Hybridity, and the Postcolonial Body
8. Cyborg Bodies and Technology
9. Monstrous Femininity and Motherhood
10. Monstrous Bodies in Dystopian Societies

COURSE CODE: GED-0230

COURSE TITLE: Snakes in Suits: The Dark Side of Organisations

CREDITS: 1.5

COURSE DESCRIPTION:

This course explores the psychology of toxic business leaders and the corporate structures that enable them by examining major ethical failures in modern business. Drawing on Snakes in Suits by Babiak and Hare, students will examine how individuals with psychopathic tendencies come to flourish in corporate environments by manipulating hiring processes, rising to power, and exerting dominance over corporate structures. Malcolm Harris's Palo Alto provides further insight into Silicon Valley's hyper-competitive labour systems, arguing that the ideologies and technologies that underpin the corporate structures of Silicon Valley often promote economic inequality and unethical leadership. The course also engages with Naomi Klein's critiques of corporate ethics and considers the central thesis of the documentary The Corporation, which argues that corporations, as legally structured entities, often exhibit psychopathic traits in their pursuit of power and profit. Through case studies, cultural narratives, and historical examples-including corporate complicity by the likes of IBM and Siemens in Nazi Germany-students will analyse how toxic business cultures emerge, persist, and how they might be challenged. From manipulative CEOs to surveillance capitalism and labor exploitation, this course equips students with the tools to critically assess and confront unethical corporate practices in the contemporary business landscape.

COURSE LEARNING OUTCOMES:

KLO1: Analyse the psychological and organisational factors that enable toxic corporate cultures and unethical leadership in contemporary business environments

KLO2: Critically assess the role of corporate structures, leadership styles, and economic systems in fostering manipulation, exploitation, and power imbalances, using contemporary and historical case studies from real-world corporations, film, and literature.

KLO3: Evaluate strategies for identifying and mitigating toxic leadership and unethical business practices in organisational settings, drawing on psychological research, business ethics, and critical theory frameworks.

SLO1: Critical Thinking and Research Skills - Students will analyse relevant case studies, famous corporate scandals, and real-life and fictional representations of toxic leaders to identify patterns of unethical leadership and organisational dysfunction.

SLO2: Writing and Media Production Skills - Students will practice expressing complex ideas both in writing and in short video documentaries.

REQUIRED COURSE TOPICS:

1. Corporate Psychopathy: How Toxic Leaders Rise to Power - Understanding the key psychological traits of corporate psychopaths and their manipulation tactics.

2. The Corporation as a Psychopath: Insights from The Corporation Documentary - Examining how corporations function as legally structured entities with psychopathic traits.

3. The Culture of Silicon Valley: Lessons from Palo Alto - Exploring how startup mythology and tech capitalism contribute to corporate exploitation and inequality.

4. Corporate Ethics and the Role of Naomi Klein - How No Logo and The Shock Doctrine critique globalisation, brand culture, and corporate responsibility.

5. Hiring and Succession: How Psychopaths Climb the Corporate Ladder - Examining the hiring processes and leadership structures that enable manipulation and control.

6. Toxic Workplaces and Organisational Dysfunction - Identifying patterns of toxic leadership, abusive corporate cultures, and high-stress environments.

7. The Dark Side of Innovation: When Disruption Becomes Destruction - Analyzing tech companies that prioritise innovative disruption at the expense of ethics and workers' rights.

8. Corporate Scandals and Case Studies - Examining real-world cases such as Enron, Theranos, X, Meta and Amazon

9. The Allure of Power: Why People Follow Toxic Leaders - Understanding psychological and social factors that lead employees and the public to support, even idolise unethical leaders.

10. Corporate Malfeasance in Film and TV - Wall Street, The Wolf of Wall Street, Succession, The Devil Wears Prada, Severance, and their critiques of corporate culture.

11. Fictional and Literary Depictions of Corporate Power and Corruption - Exploring literature that critiques corporate and economic structures.

12. The Future of Work: Ethics, Automation, and Surveillance Capitalism - Examining how emerging technologies reinforce power dynamics in the workplace.

13. Red Flags and Resilience: Recognizing and Resisting Toxic Workplaces - Developing strategies for navigating and avoiding harmful corporate environments.

14. Can Business Be Ethical? Governance, Reform, and Corporate Social Responsibility - Exploring possible solutions to prevent corporate exploitation and promote ethical leadership.

COURSE CODE: GED-0232

COURSE TITLE: Politics, Sexuality & Gender: Power, Identity & Activism

CREDITS: 1.5

COURSE DESCRIPTION:

This course places sexuality and gender at the heart of political study, taking an inclusive and intersectional approach to key issues shaping contemporary society. Drawing from feminist, queer, and trans theory*, students will critically engage with topics such as reproductive politics, trans rights, and the rise of anti-gender movements*, exploring their impact in both local and global contexts. Beyond theory, this course emphasizes hands-on, practice-based learning, offering students opportunities to engage with feminist and LGBTQI+ advocacy groups to develop skills in activism, policy analysis, and public communication. Students will complete passion projects, tackling real-world challenges such as gendered violence, workplace discrimination, and the intersection of sexuality, race, and class in political discourse. This course is ideal for students who want to understand how power, identity, and activism intersect in politics and business, preparing them for leadership in socially responsible enterprises, advocacy organizations, and global policy.

COURSE LEARNING OUTCOMES:

KLO1: Critically analyze key political and theoretical frameworks related to gender and sexuality, including feminist, queer, and trans* theory to examine contemporary political debates on issues such as reproductive justice, LGBTQI+ rights, and anti-gender movements.

SLO1: Apply intersectional analysis to real-world challenges in gender and sexuality politics.

SLO2: Create a practice-based project that addresses a global gender or sexuality issue through research, activism, or creative media.

REQUIRED COURSE TOPICS:

1. Introduction: The Politics of Gender and Sexuality

2. Feminist, Queer, and Trans Theory

3. Reproductive Politics and Rights

4. Trans Rights and Resistance

5. Anti-Gender Movements and

6. Gender, Sexuality, and the Economy

7. Intersectionality and Global Activism

COURSE CODE: GED-0300

COURSE TITLE: History of American Business

CREDITS: 1.5

COURSE DESCRIPTION:

This course provides an overview of the history of business in the United States, as well as an introduction to the field of business history. In addition to tracking important changes in the national economy, corporate structure, and business activity, we will also explore the development of a capitalist economy, the rise of big business, emergence of a consumer society, the relationship between business and labor, and the changing role of business as a social and cultural institution in America.

COURSE LEARNING OUTCOMES:

KLO1: Explain how historians interpret historical sources to understand the past.

KLO2: Describe and analyze key people, places, events, and patterns in the history of US business.

SLO1: Research Skills: Construct historical narratives and arguments in the history of US business using primary and secondary sources.

REQUIRED COURSE TOPICS:

1. Mercantilism and the colonial economy
2. Slavery and the development of agricultural capitalism
3. Free labor and the market revolution
4. Civil War and the development of a national economy
5. Manufacturing, misery, and social reform
6. Depression and New Deal
7. Global war, global victory, global dominance
8. Cold War: ideology applied internationally
9. Information economics
10. Multilateralism v. Unilateralism

COURSE CODE: GED-0302

COURSE TITLE: Media Futures: Power, Influence & Innovation in the Digital Age

CREDITS: 1.5

COURSE DESCRIPTION:

In an era where media shapes public opinion, drives consumer behavior, and redefines democracy, Media Futures: Power, Influence, and Innovation in the Digital Age explores the role of media in contemporary society, examining its intersections with technology, politics, business, and culture. This course takes a critical and practical approach to media studies, equipping students with the analytical skills to deconstruct media messages while also engaging in hands-on media creation projects to understand its power from the inside. Students will explore key media theories and apply them to real-world case studies, from social media algorithms and digital marketing strategies to news bias and misinformation. Through workshops, digital storytelling exercises, and guest lectures from media professionals, students will develop a practical understanding of media production, branding, and audience engagement, with an emphasis on ethical and responsible communication in an age of rapid information flow. By the end of the course, students will not only analyze the evolution of media and its role in shaping culture but also create media content, from podcasts to short-form videos, positioning themselves as both critical consumers and innovative producers of media in the business world and beyond.

COURSE LEARNING OUTCOMES:

KLO1: Critically analyze media texts using key theoretical frameworks, identifying issues of bias, representation, and power.

KLO2: Understand the historical and technological evolution of media industries and their impact on business, politics, and culture.

SLO1: Apply digital media production skills to create engaging content, from visual storytelling to social media campaigns.

SLO2: Apply digital media production skills to create engaging content, from visual storytelling to social media campaigns.

REQUIRED COURSE TOPICS:

1. Introduction to Media Studies - Key theories of media, communication, and power.

2. The Business of Media - Who owns what- Media conglomerates, advertising, and revenue models.

3. News and the Public Sphere - The role of journalism in democracy and the challenges of misinformation.

4. Digital Media and Algorithmic Control - How tech giants like Google, TikTok, and Meta shape what we see.

5. The Attention Economy - Psychological strategies behind viral content, clickbait, and user engagement.

6. Representation in Media - Race, gender, class, and LGBTQ+ visibility in film, TV, and advertising.

7. Media Activism and Protest Culture - How social movements use media to challenge power (e.g., #MeToo, Black Lives Matter, climate activism).

8. AI, Deepfakes, and the Future of Media - Exploring the ethical implications of AI-generated content.

9. Branding, Influence, and Social Media Strategies - Case studies in digital marketing and personal branding.

10. Creating Media for Impact - Practical workshops on podcasting, video editing, and digital storytelling.

COURSE CODE: GED-0305

COURSE TITLE: Gender & Business Development

CREDITS: 1.5

COURSE DESCRIPTION:

The interconnected forces of globalization, technology, and economic development continue to reshape the way gender identities are constructed and enacted across cultures and industries. This course explores the critical relationship between gender and economic development, with a focus on how businesses, governments, and international organizations can drive meaningful change. By analyzing gender roles in both the Global South and Global North, students will examine the ways in which gendered social identities impact access to economic opportunities, leadership positions, education, healthcare, and financial resources. Through case studies and interactive discussions, students will assess key issues such as gender inequality in the workplace, inclusive leadership, gender-based pay gaps, representation in corporate decision-making, and the impact of artificial intelligence on gender biases. The course will also explore how businesses can implement gender-responsive policies, ethical supply chain practices, and inclusive corporate social responsibility (CSR) initiatives to drive equity. By applying gender and development theories to real-world business contexts, students will gain strategic insights into fostering gender inclusion and innovation in the global economy. This course prepares students to critically assess and address gender-related challenges in global business contexts, equipping them with the knowledge and skills to foster inclusive and equitable workplaces.

COURSE LEARNING OUTCOMES:

KLO1: Analyze the role of gender in economic and business development by evaluating how gender identities intersect with other social identities-such as race, class, and age-to shape access to rights, opportunities, and economic mobility.

KLO2: Apply gender and development frameworks to assess corporate policies, entrepreneurial ventures, and global business strategies, examining how organizations can address gender disparities and promote sustainable, equitable growth.

SLO1: Evaluate the impact of globalization, technology, and organizational culture on gender inclusion, identifying strategies for businesses to foster diversity, equity, and inclusion (DEI) in leadership, hiring, and workplace practices.

SLO2: Students will gain practical experience in designing and evaluating Diversity, Equity, and Inclusion (DEI) strategies for businesses. They will learn how to implement gender-responsive workplace policies, assess corporate social responsibility (CSR) initiatives, and advocate for inclusive leadership, preparing them to drive gender equity within global organizations.

REQUIRED COURSE TOPICS:

1. Gender and economic development in global business

2. The social construction of gender in professional environments

3. Intersectionality in workplace policies and leadership

4. Gender pay equity and labor market participation

5. The role of multinational corporations in promoting gender inclusion

6. Entrepreneurship, microfinance, and women's economic empowerment

7. Gender-responsive supply chains and ethical business practices

8. Artificial intelligence, automation, and gender biases

9. Gender-inclusive innovation and product design

10. Corporate social responsibility and gender equity initiatives
11. Crisis response: gender, migration, and humanitarian efforts
12. The future of gender roles in business and global development

COURSE CODE: GED-0307

COURSE TITLE: Climate & Global Business

CREDITS: 1.5

COURSE DESCRIPTION:

This course explores the intersection of climate change and global business, examining how corporations, industries, and policymakers respond to environmental challenges. Students will analyze the risks and opportunities associated with climate change, including regulatory frameworks, market trends, and corporate sustainability strategies. Through case studies and discussions, students will develop an understanding of how businesses can mitigate climate risks while fostering sustainable innovation.

COURSE LEARNING OUTCOMES:

SLO1: Analyze the impact of climate change on global business operations and strategies.

SLO2: Evaluate corporate sustainability initiatives and regulatory policies.

SLO3: Assess risk management approaches for climate-related business disruptions.

REQUIRED COURSE TOPICS:

1. Introduction to Climate Change and Global Business
2. The Science of Climate Change and Its Economic Impacts
3. Global Climate Agreements and Business Regulations
4. Carbon Markets and Emissions Trading Systems
5. Sustainable Business Strategies and Green Innovation
6. Corporate Social Responsibility and ESG Metrics
7. Climate Change Risk Management and Business Resilience

COURSE CODE: GED-0309

COURSE TITLE: Sleep & Consciousness

CREDITS: 1.5

COURSE DESCRIPTION:

Humans spend one-third of their lives sleeping. The study of sleep is a relatively young science; much has been learned but so much remains to be discovered. The primary goals of this course are: (1) to provide a basic introduction to the study of sleep (2) to provide a basic introduction to how sleep changes throughout lifespan and, (3) perhaps most importantly, to answer "Why do we sleep?" To this end, we will specifically focus on the intersection between sleep and memory consolidation. We will seek scientifically informed answers to questions like: Why do we dream? Why happens in our brains and bodies when we go to sleep? How are the sleep stages different from each other? And, how does sleep help us learn?

COURSE LEARNING OUTCOMES:

KLO1: Have a thorough understanding of the building blocks of sleep

KLO2: Discuss the importance of sleep for physical, mental, behavioral, and emotional states

KLO3: Have the knowledge on dysfunctional sleep and sleep deprivation

SLO1: Have strategies on how you can improve sleep

REQUIRED COURSE TOPICS:

1. Sleep Deprivation Effects on Performance

2. Sleep Basics: How do we measure sleep? EEG, Sleep stages, power spectral analysis

3. What is circadian rhythm and how is it related to sleep?

4. What is happening in the brain and body while we sleep?

5. Sleep-dependent Memory Consolidation

6. What is a Nap? And should I take a nap?

7. Modulating memory during sleep with brain stimulation

8. Sleep in Babies and Adolescents

9. Sleep in Older Adults

10. Sleep Disorders

11. Sleep and Emotions

12. Dreams

13. Sleep and Stress, Sleep and Sports

14. Sleep and Metabolism: Hunger vs. Satiety, Hormones, Weight, and Diabetes

COURSE CODE: GED-0310

COURSE TITLE: Heroes, Villains and Visionaries: Leadership Lessons in Literature

CREDITS: 1.5

COURSE DESCRIPTION:

"Literature and Leadership" invites students to explore the complex and evolving representations of leadership through the lens of fiction. Over the course of the semester, students will engage with a diverse range of texts published in the last 500 years, spanning various genres, cultures, and historical contexts. Each session will focus on different literary works, from classic novels to contemporary short stories, as well as selections from drama, providing a multifaceted exploration of leadership ideals and challenges. Through critical analysis and discussion, students will examine how authors depict leadership qualities, the moral and ethical dilemmas faced by leaders, and the impact of leadership on individuals and societies. Key themes will include power dynamics, the role of charisma, the importance of vision, gender, disability, race and the responsibilities that come with authority. Students will be encouraged to draw connections between literary representations and real-world leadership scenarios, enriching their understanding of both literature and effective leadership practices. In addition to literary analysis, the course will foster skills in critical thinking, communication, and collaboration, essential for success in any business environment. By reflecting on the narratives of leadership presented in literature, students will develop a deeper appreciation for the complexities of guiding others and the nuances of influence.

COURSE LEARNING OUTCOMES:

KLO1: Critical Interpretation of Leadership Themes - Students will develop the ability to critically interpret and analyse representations of leadership found in a diverse range of fictional texts. This analytical framework will enhance their capacity to think critically about the narratives surrounding leadership and will equip them with valuable perspectives applicable to their future careers in business.

SLO1: Effective Communication - Students will enhance their communication skills through written assignments, group discussions, and presentations that encourage them to articulate their insights on the intersection of literature and leadership. By synthesizing their analyses of literary texts and connecting these insights to contemporary leadership practices, students will learn to express complex ideas clearly and persuasively.

SLO2: Listening Skills - Collaborative discussions will help students develop active listening skills and the ability to engage constructively with differing viewpoints. This aims to prepare students for effective leadership in their professional lives by cultivating strong communication skills and a deeper understanding of the narrative dimensions of leadership.

SLO3: Reflection - Deep thinking explored through reflective writing encourages students to connect personal leadership experiences with the themes explored in the literature, fostering self-awareness and personal growth.

REQUIRED COURSE TOPICS:

1. The Nature of Leadership - Animal Farm by George Orwell

2. Charisma and Influence - The Great Gatsby by F. Scott Fitzgerald

3. Moral Complexity in Leadership - Macbeth by William Shakespeare

4. Visionary Leaders - The Power by Naomi Alderman

5. Leadership and Sacrifice - Les Misérables by Victor Hugo

6. Women in Leadership - Jane Eyre by Charlotte Bronte / The Power by Naomi Alderman

7. Revolution and Change - A Tale of Two Cities by Charles Dickens

8. The Burden of Power - Lord of the Flies by William Golding

9. Leadership and Responsibility - The Alchemist by Paulo Coelho

10. Ethics and Integrity - The Crucible by Arthur Miller 1. Courage and Conviction - To Kill a Mockingbird by Harper Lee 2. Contrasting Leadership Styles - The Handmaid's Tale by Margaret Atwood

COURSE CODE: GED-0400

COURSE TITLE: Future Societies

CREDITS: 1.5

COURSE DESCRIPTION:

Scientific and technological progress are driving change in the modern world at an accelerating pace, while human activity is altering the environment in unpredictable ways. Societies are struggling to adapt to a global economy that is being transformed by new technologies, rapid urbanization, an aging population, and volatile and dynamic processes of globalization. At the same time, as a species, we continue to push toward the planetary boundaries of sustainability. As we face the future we are struck with amazement and dismay. Incredible opportunities rub shoulders with wicked problems, including the potential elimination of work as we know it, a loss of individual identity and autonomy, increasing concentrations of wealth and power, the de-legitimization of social, economic and political institutions, and the disruption of the global ecosystem. These wicked problems are often hard to define, are shaped by divergent perspectives, and cannot be easily solved by known or standard methods. They are also grand challenges, challenging our current ways of seeing the world and demanding new stories that can help us navigate toward a better future. The need for human ingenuity has never been greater, yet our awareness of human fallibilities and the difficulty of forging consensus among the more than seven billion people on this planet has rarely been more acute. The future is unmapped terrain and individuals, companies, institutions and societies will be called upon to transform themselves in multiple and unexpected ways. Arriving at a sustainable future will require courage, insight, creativity and hope, a critical consideration of the claims and counterclaims on all sides of each debate and a willingness to engage in dialog and be open to other perspectives and ideas. The purpose of this course is to engage us all in this process of collaboration. Along the way, the course aims to prepare students to better understand, grapple with, and ultimately design and implement solutions to the world's most pressing problems. The course is also designed to provide a capstone experience, helping students to integrate the academic knowledge and practical experience acquired through other courses, and to develop a vision of their own roles as future business leaders and global citizens.

COURSE LEARNING OUTCOMES:

KLO1: Demonstrate an understanding of the forces that are driving disruptive change in an increasingly globalized and interconnected world.

KLO2: Engage the wicked problems and grand challenges of the future from the perspective of multiple stakeholders.

KLO3: Appreciate the indeterminacy of the future, the importance of imagining alternatives, and the consequences of the choices we make today.

SLO1: Presentation skills: Articulate and communicate a personal vision of what it means to be a member of a global community and a future leader in business and society.

REQUIRED COURSE TOPICS:

1. Arriving at the present moment: the making of the 21st century

2. The Anthropocene: climate change, biodiversity loss, planetary boundaries, resilience, and deep adaptation

3. Global governance: the nation-state, transnational corporations, and civil society

4. Technology and innovation: Moore's law, the fourth industrial revolution, cultural lags, and institutional challenges

5. Human nature: perception, cognition, social identity, culture, and citizenship

6. Critical literacy: Big data, privacy, individual autonomy, and manufacturing consent

7. Measuring progress: Regenerative capitalism, the circular economy, and doughnut economics

8. Smart cities: population growth, urbanization, migration, and the meaning of work

9. International security: food insecurity, social instability, and access to natural resources

10. Individual choice/collective action: Carbon footprints, consumption patterns, investment decisions, political engagement, and human rights

11. Designing the future: ancient wisdom, modern science, errors in prognostication, utopian and dystopian visions, drawing new maps, and telling new stories

COURSE CODE: LSN-0100

COURSE TITLE: Ikigai: The Science & Art of Personal Wellbeing

CREDITS: 1.5

COURSE DESCRIPTION:

In recent years, significant advances in personal well-being and mental health have emerged from practices traditionally overlooked by conventional health industries. These innovations address the growing need for holistic approaches to mental, emotional, and physical health in our fast-paced, digitally connected lives. Inspired by the Japanese philosophy of Ikigai, this course blends science-backed strategies with hands-on practices, guiding you to design a life filled with balance, fulfilment, and purpose. Through exploring mindfulness and meditation, digital detox and decluttering strategies, nutritional insights, and movement practices like yoga, you'll learn how to optimize daily living for mental clarity, emotional resilience, and long-term happiness. This course uniquely integrates case studies, practical exercises, personalized well-being plans, and guided reflections, transforming the way you approach wellness. This isn't just a course - it's a transformational experience. Are you ready to cultivate a life that truly energizes and sustains you'

COURSE LEARNING OUTCOMES:

KLO1: Understand the fundamental principles of well-being and stress management.

KLO2: Analyze the impact of nutrition, sleep, and movement on mental health.

SLO1: Develop and implement a personal well-being plan incorporating mindfulness and habit formation.

REQUIRED COURSE TOPICS:

1. Discovering Your Ikigai: Identifying Purpose & Passion
2. Mindful Eating: Nutrition for Energy & Clarity
3. The Art of Habit Formation: How to Build Healthy Routines
4. Sleep Better, Live Better: The Science of Rest & Recovery
5. Mindfulness & Stress Reduction Techniques
6. Yoga & Movement for Holistic Well-being
7. Declutter Your Space, Clear Your Mind
8. Digital Detox: Reducing Screen Time & Mental Clutter
9. Building Healthy Relationships & Emotional Boundaries
10. Baking & Cooking as Therapeutic Activities
11. Creating Your Personal Well-Being Plan
12. Journaling & Reflective Practices for Growth
13. Exploring Well-Being Practices from Around the World
14. The Future of Well-Being: Sustaining Your Ikigai

COURSE CODE: LSN-0101

COURSE TITLE: AI GPT Universe: Exploring AI & Emerging Tech

CREDITS: 1.5

COURSE DESCRIPTION:

Artificial Intelligence (AI) and emerging technologies are rapidly reshaping our world, creating new opportunities and challenges across industries. This interactive course introduces students to AI technologies such as GPT-based tools, machine learning, and generative AI. Students will gain practical insights into how these technologies function, their applications in real-world scenarios, and their ethical implications. Through hands-on activities, including creating AI-driven content, experimenting with chatbots, and developing innovative digital solutions, students will explore AI's transformative potential. This course is designed to empower students to leverage AI tools responsibly and creatively, preparing them to thrive in a technology-driven future. Are you ready to explore the universe of AI and emerging technologies?

COURSE LEARNING OUTCOMES:

KLO1: Understand fundamental concepts and functionalities of AI technologies and generative AI.

KLO2: Analyze the ethical, social, and practical implications of AI in various contexts.

SLO1: Develop and present an AI-driven solution or prototype for real-world applications.

REQUIRED COURSE TOPICS:

1. Introduction to AI & Emerging Technologies
2. Understanding GPT & Generative AI
3. Practical Applications of AI Tools (ChatGPT, Midjourney)
4. AI in Content Creation & Digital Marketing
5. Ethics & Responsibilities in AI Use
6. Machine Learning & Its Everyday Applications
7. Creating & Customizing Chatbots
8. AI-Powered Productivity & Workflow Automation
9. AI in Education & Online Learning
10. Navigating AI Bias & Fairness
11. AI & Creative Industries: Art, Music, and Media
12. Exploring Future Trends in AI & Tech Innovation
13. Designing Your AI Project or Prototype
14. AI Solutions & Prototypes

COURSE CODE: LSN-0102

COURSE TITLE: The Metaverse & Web3: Exploring the Future of Digital Worlds

CREDITS: 1.5

COURSE DESCRIPTION:

The Metaverse and Web3 technologies are rapidly redefining digital experiences, reshaping how we interact, create, and transact online. This course immerses students in the innovative world of virtual reality, decentralized finance, NFTs, blockchain, and AI-powered identities, exploring how these technologies intersect to build immersive, collaborative, and secure digital environments. Through engaging hands-on activities, case studies, and practical projects, students will navigate virtual worlds, experiment with blockchain transactions, and critically evaluate the social and economic impacts of decentralized technologies. By the end of this course, students will be well-equipped to understand and potentially shape the digital future, responsibly harnessing the potential of Web3 and the Metaverse. Are you ready to explore and innovate within the digital worlds of tomorrow?

COURSE LEARNING OUTCOMES:

KLO1: Understand core principles of the Metaverse, blockchain, and decentralized technologies.

KLO2: Critically evaluate ethical, social, and economic implications of virtual worlds and digital identities.

SLO1: Design and present an innovative concept or prototype utilizing Metaverse or Web3 technologies.

REQUIRED COURSE TOPICS:

1. Introduction to Web3 and the Metaverse
2. What is the Metaverse? The Hype vs. Reality
3. AI-Powered Digital Identities: Avatars, Virtual Assistants & Deepfakes
4. Ethics of AI & the Metaverse: Privacy, Bias & Digital Ownership
5. Blockchain & the Future of Digital Ownership
6. NFTs & Virtual Goods: Hype or the Future of Digital Property?
7. How Businesses Are Entering the Metaverse
8. The Gaming Revolution: Play-to-Earn, VR & AI-Powered Games
9. Remote Work & Virtual Collaboration in the Metaverse
10. The Social Metaverse: Digital Culture & Community Building
11. The Dark Side of the Metaverse: Security, Scams & Exploitation
12. Government, Laws & The Future of Web3 Regulation
13. Building Your Own Digital Presence in the Metaverse
14. Final Showcase & Future Predictions

COURSE CODE: LSN-0103

COURSE TITLE: Developing Financial Literacy

CREDITS: 1.5

COURSE DESCRIPTION:

Developing Financial Literacy is an Introduction to sound money management in personal and professional finance. Throughout the course we build greater financial awareness, and development of financial vocabulary. We will learn the money concepts and financial decision-making requirements across life stages including student finances, purchasing the first home planning, and investing for life events and a comfortable retirement. Additionally, mastering money in business includes basic business finances, such as budgeting, accounting statements, and taxation.

COURSE LEARNING OUTCOMES:

KLO1: Understand fundamental principles of budgeting, saving, and investing.

KLO2: The learner gains an awareness of the relationship between money, value, and equity.

KLO3: Gain an understanding of money that requires transforming beliefs and habits that are detrimental into financial behaviors that are sustainable

SLO1: Be able to define personal wealth-building, where the learner must make conscious choices to achieve stated goals.

SLO2: Create a personalized financial roadmap to achieve long-term financial goals.

REQUIRED COURSE TOPICS:

1. Your Money Mindset & Spending Habits

2. Budgeting Made Easy: Smart Strategies Without Sacrifice

3. Debt Management: Borrowing Wisely

4. Investing Basics: Grow Your Money Smartly

5. Stocks, Bonds, ETFs & ISAs Explained

6. Cryptocurrency 101: Digital Finance & You

7. Taxes & Financial Planning Simplified

8. Property Investment & Real Estate Basics

9. Passive Income & Side Hustles

10. Retirement & Pension Planning

11. Smart Decision-Making & Risk Management

12. Financial Scams: How to Protect Yourself

13. Retirement & Long-Term Wealth - Start Now, Relax Later

14. Creating Your Personal Financial Roadmap

COURSE CODE: LSN-0104

COURSE TITLE: Introduction to Programming with Python

CREDITS: 1.5

COURSE DESCRIPTION:

This course should not be taken if you have already completed SCI-1, SCI-A or BAN-A. This course introduces business students to programming using Python, with no prior coding experience required. It focuses on core programming concepts, emphasizing how Python can be used to solve real-world business challenges. Students will learn the fundamentals of Python syntax, variables, data types, control structures, and functions while applying these concepts to tasks such as data processing and automation. Students will gain hands-on experience reading and writing data, making their programming skills immediately applicable to real-world business tasks such as handling and working with CSV files, allowing students to interact with structured business data; financial reporting, and customer data management. By the end of the course, students will have a solid foundation in programming logic and practical business applications, preparing them for more advanced topics.

COURSE LEARNING OUTCOMES:

KLO1: Demonstrate an understanding of fundamental programming concepts by explaining and applying variables, data types, control structures, and functions to solve basic business-related problems.

KLO2: Describe the role of programming in business applications, identifying how Python can be used for automation, data analysis, and decision-making.

SLO1: Develop and test simple Python programs to automate basic business processes, such as data entry, financial calculations, and generating structured reports.

REQUIRED COURSE TOPICS:

1. Introduction to Programming, Setting Up Python, and Business Applications
2. Basic Syntax, Variables, and Data Types
3. Working with Strings
4. Control Structures: Conditional Statements and Loops
5. Functions and Modular Programming
6. File Handling: Reading and Writing Data, Working with CSV Files
7. Lists, Tuples, and Dictionaries: Managing Business Data

COURSE CODE: LSN-0105

COURSE TITLE: The Amazing Race: Boston

CREDITS: 1.5

COURSE DESCRIPTION:

In The Amazing Race: Boston, students will embark on a series of weekly adventures, each designed to test their creativity, problem-solving skills, and teamwork. Each week, participants will receive a unique challenge, leading them to explore famous landmarks, hidden gems, and off-the-beaten-path spots around the city. From solving riddles and completing physical tasks to engaging with local culture and history, no two weeks are ever the same. As you race through iconic neighborhoods, collaborate with classmates, and uncover the stories behind Boston's rich past and vibrant present, you'll learn new skills, gain local insights, and bond with fellow racers. The course culminates in a final challenge that pulls together everything you've learned, giving you the opportunity to demonstrate your newly acquired knowledge and skills.

COURSE LEARNING OUTCOMES:

KLO1: Students will gain a deeper understanding of Boston's rich historical landmarks, neighborhoods, and cultural significance by exploring key sites throughout the city.

KLO2: Students will develop the ability to analyze and approach real-world challenges creatively by solving puzzles, engaging with local history, and navigating the city's diverse environment.

SLO1: Students will enhance their ability to work effectively in teams, practicing communication, leadership, and cooperative problem-solving skills during weekly challenges and adventures.

REQUIRED COURSE TOPICS:

1. Introduction: form teams, scavenger hunt around campus
2. Boston Common/public garden
3. Freedom Trail (American revolution)
4. North End (Italian culture)
5. Kayak the Charles
6. Fenway park
7. Chinatown
8. Back bay (architecture)
9. Museum of science
10. Harvard art museum
11. Boston public library
12. Sports
13. Arboretum
14. Final race competition

COURSE CODE: LSN-0106

COURSE TITLE: Art of Influence: Mastering Social Media Presence

CREDITS: 1.5

COURSE DESCRIPTION:

In today's digital world, how can you capture attention, spark meaningful interactions, and master your social media presence without being salesy or losing authenticity? "Art of Influence" is an engaging, interactive course designed to equip you with practical skills in storytelling, body language, content creation, and smart social media consumption. Dive deep into the psychology behind digital influence, learn how social media shapes perceptions, and discover how to make content genuinely engaging. Through practical video challenges, group activities, and reflective exercises, you'll gain confidence and skills to use social media responsibly, creatively, and effectively. Are you ready to stop doom-scrolling and start influencing?

COURSE LEARNING OUTCOMES:

KLO1: Understand psychological principles of attention, engagement, and influence on social media.

KLO2: Evaluate effective content strategies and digital ethics in social media use.

SLO1: Create and present authentic, engaging social media content without monetization pressures.

REQUIRED COURSE TOPICS:

1. The Science of Attention: Why We Scroll & How to Make People Stop
2. How Social Media Shapes Perception & Influence
3. Body Language: How to Be Engaging Without Saying a Word
4. The Art of Speaking: Making People Listen
5. Storytelling for Social Media: Short-Form Content That Works
6. The Art of Movement: Model Walking & Camera Confidence
7. The Algorithm Game: How Social Media Actually Works
8. The Power of Smart Consumption: Controlling Your Feed
9. Understanding Trends: Should You Follow or Set Them?
10. The Future of Social Media: What's Next?
11. Avoiding Burnout: Setting Boundaries with Social Media
12. The Dark Side of Influence: Cancel Culture, Hate & Ethics
13. Creating Meaningful Digital Engagement
14. Your Social Media Strategy: Influence Without Selling

COURSE CODE: LSN-0107

COURSE TITLE: Interior Style & Decoration 101: Designing Beautiful Spaces

CREDITS: 1.5

COURSE DESCRIPTION:

Have you ever wondered how to transform an ordinary space into an inviting, stylish, and functional environment? "Interior Style & Decoration 101" introduces you to the fundamental principles and practical skills of interior design. Combining theory with hands-on activities, this course explores space planning, color theory, lighting, furniture arrangement, and decorative styling. You'll learn how to curate spaces that reflect personality, meet practical needs, and promote well-being. Each week brings new creative challenges, enabling you to apply your knowledge through mood boards, layout sketches, and room styling projects. Whether you're aiming to decorate your own space, considering a career in design, or simply seeking inspiration, this course will empower you to confidently create beautiful, functional interiors. Ready to discover your inner designer?

COURSE LEARNING OUTCOMES:

KLO1: Understand fundamental concepts of interior design including color, texture, lighting, and spatial planning.

KLO2: Analyze different interior styles and their suitability to diverse living spaces.

SLO1: Create and present personalized interior design projects.

REQUIRED COURSE TOPICS:

1. Introduction to Interior Design: Concepts & Terminology
2. Understanding Color Theory & Harmonious Palettes
3. Principles of Space Planning & Layout Basics
4. Lighting Fundamentals: Ambiance & Functionality
5. Furniture Selection & Placement Strategies
6. Textiles, Textures & Accessorizing Spaces
7. DIY Décor & Budget-Friendly Styling Tips
8. Design for Small Spaces: Maximizing Impact
9. Sustainable & Eco-Friendly Design Practices
10. Home Styling: Room-by-Room Guides
11. AI tools to integrate interior style
12. Trends in Interior Design: Classic vs. Contemporary
13. Digital Design Tools: Visualizing Your Space
14. Final Project Presentation: Your Styled Space

COURSE CODE: LSN-0108

COURSE TITLE: Navigating Your Emotional World: Strategies for Growth & Resilience

CREDITS: 1.5

COURSE DESCRIPTION:

This course is designed to help students increase their self-awareness and bolster their emotional intelligence. Through reflective exercises, personal storytelling, interactive discussions, and personality assessments, students will gather 'data' about themselves so they can design their life with more intention and confidence. The course is designed to help students build a deeper connection to themselves, understand what keeps them grounded, and feel empowered to move through life's challenges with emotional strength, grace and resilience.

COURSE LEARNING OUTCOMES:

KLO1: Identify Emotional Regulation Strategies - Students will define effective strategies for managing and regulating emotions in daily life.

KLO2: Recognize the Role of Mindfulness in Emotional Health - Students will define mindfulness and explain its impact on emotional well-being.

SLO1: Apply Emotional Regulation Strategies - Students will demonstrate the ability to use effective techniques to manage and regulate their emotions in various situations.

REQUIRED COURSE TOPICS:

1. Finding Purpose/Engagement
2. Managing Emotions
3. Growth Mindset
4. Mindfulness
5. Relationships with self and others
6. Align with your values
7. Self-Compassion

COURSE CODE: LSN-0109

COURSE TITLE: Media Skills: From Script to Screen & Beyond

CREDITS: 1.5

COURSE DESCRIPTION:

Media Skills - From Script to Screen and Beyond" is your gateway to mastering essential media production skills, whether you're an aspiring filmmaker, podcaster, or digital storyteller. This highly interactive course covers the fundamentals of scriptwriting, filming, editing, acting, directing, and producing engaging multimedia content. You'll get hands-on experience with creating short films, podcasts, and promotional videos through collaborative projects and individual exercises. Weekly sessions will guide you step-by-step, from generating compelling scripts and mastering camera techniques, to editing your final content using professional tools. Whether for personal projects or career ambitions, you'll build the confidence and technical know-how to bring your creative vision to life. Ready to move from script to screen with confidence!

COURSE LEARNING OUTCOMES:

KLO1: Understand core media production processes from concept to distribution.

KLO2: Analyze techniques and practices for effective storytelling and multimedia creation.

SLO1: Produce, edit, and present original multimedia content.

REQUIRED COURSE TOPICS:

1. Introduction to Media Production & Storytelling Basics
2. Scriptwriting Essentials: Creating Compelling Narratives
3. Camera Techniques & Visual Storytelling- Photography
4. Acting & Directing Fundamentals for Beginners
5. Audio Recording & Podcasting Basics
6. Video Editing: Introduction to Essential Tools
7. Creating Engaging Promotional Videos
8. Lighting & Set Design for Effective Filming
9. Advanced Editing Techniques & Visual Effects
10. Documentary & Short Film Production
11. Directing & Producing: From Vision to Reality
12. Social Media & Content Distribution Strategies
13. Project Development & Multimedia Integration
14. Final Media Project Showcase

COURSE CODE: LSN-0110

COURSE TITLE: The Art of Art

CREDITS: 1.5

COURSE DESCRIPTION:

This course invites students to engage deeply with an artistic discipline of their choice, from painting and sculpture to photography or digital media. Students will develop their artistic skills, explore the creative process, and reflect on the role of art in society. The course begins with guided workshops on artistic techniques, creative thinking, and self-expression, helping students refine their vision and approach. As students work on their individual projects, they will engage in peer critiques. The course culminates in a final showcase, where students present their work in an exhibition, performance, or digital portfolio. Whether students are experienced artists or complete beginners, The Art of Art provides a structured yet open-ended space to explore creativity, develop technical skills, and gain confidence in artistic expression.

COURSE LEARNING OUTCOMES:

KLO1: Students will understand the creative process, artistic decision-making, and the relationship between technique and expression.

KLO2: Students will explore the historical and cultural significance of their chosen art form, recognizing its influence on society and personal identity.

SLO1: Students will develop proficiency in their chosen artistic discipline, applying techniques and creative strategies to produce a meaningful final work.

REQUIRED COURSE TOPICS:

1. Introduction

2. The Creative Process and Finding Inspiration

3. Techniques and Foundations

4. Developing a Personal Artistic Style

5. Overcoming Creative Blocks

6. Art and Emotion

7. Expanding Artistic Boundaries: Mixed Media

8. Independent Work

9. Displaying and Presenting Art

10. Art Critique

11. Art Critique

12. Showcase Preparation

13. Finalize and Present

14. Final Showcase, Reflection

COURSE CODE: LSN-0112

COURSE TITLE: Songwriting Lab: Crafting Sound & Story

CREDITS: 1.5

COURSE DESCRIPTION:

Have you ever wanted to write your own songs but didn't know where to start' Whether you're an aspiring artist, producer or simply passionate about music, this course will give you the tools to craft compelling, memorable songs. Over 14 weeks, you will explore the fundamentals of songwriting, from generating ideas and writing lyrics to crafting melodies and structuring songs. You will learn how to create chord progressions, develop strong hooks and use rhythm effectively all while analysing successful songs across different genres. This course is hands-on and practical. Using accessible digital tools and music production software, you will bring your ideas to life by experimenting with composition and arrangement. You do not need to play an instrument - just bring your creativity and an open mind. By the end of the course, you will have written and refined your own original song, ready to share with the world. If you love music and want to express yourself through songwriting, this is your chance to make it happen.

COURSE LEARNING OUTCOMES:

KLO1: Understand the fundamental elements of songwriting, including structure, harmony, lyric writing and the role of rhythm in shaping a song's feel and emotional impact.

KLO2: Analyse and apply songwriting techniques from various genres by studying successful songs, exploring arrangement and production basics and developing a creative process for generating and refining musical ideas.

SLO1: Develop and apply practical songwriting skills by composing lyrics, crafting melodies, building chord progressions, creating strong hooks and using digital music tools to arrange and refine your own songs.

REQUIRED COURSE TOPICS:

1. Intro to Songwriting and Digital Tools
2. Basic Rhythm and Beat Making
3. Melody Writing: Hooks and Catchiness
4. Chords and Harmony
5. Song Structure and Arrangement
6. Writing Basslines and Adding Groove
7. Lyrics: Meaning and Emotion in Songwriting
8. Layering and Texture
9. Creating a Simple Demo 1
10. Creating a Simple Demo 2
11. Vocal Recording and Processing
12. Mixing Basics for Beginners
13. Finalizing and Exporting a Song
14. Listening and Feedback Session

COURSE CODE: LSN-0113

COURSE TITLE: Around the World in 14 weeks

CREDITS: 1.5

COURSE DESCRIPTION:

This course takes students on a 14-week journey through different cultures using food, dance, music, and film. Each week focuses on a new country or region, allowing students to engage with its traditions in a hands-on and meaningful way. Cooking workshops will introduce flavors and techniques from across the world, while music and dance sessions will highlight the rhythms and movements that define cultural identity. By actively engaging with these experiences, students will deepen their appreciation of different worldviews and gain practical insights into cultural adaptability. The course culminates in a final creative project, where students reflect on their experiences and present a cultural deep dive of their choice. Around the World in 14 Weeks is more than just an academic course – it's an invitation to explore, connect, and think globally.

COURSE LEARNING OUTCOMES:

KLO1: Students will understand key cultural values, traditions, and social norms from a variety of global regions, recognizing how these influence communication, business practices, and everyday life.

KLO2: Students will analyze the role of food, dance, music, and film in shaping cultural identity, gaining insight into how artistic and culinary expressions reflect historical and societal contexts.

SLO1: Students will develop cross-cultural communication and adaptability skills by engaging with diverse cultural practices and reflecting on their own biases and perspectives.

REQUIRED COURSE TOPICS:

1. Introduction to Global Mindset
2. Latin America
3. West Africa
4. Middle East/North Africa
5. East Asia
6. South Asia
7. Southeast Asia
8. Europe
9. Sub-Saharan Africa
10. Indigenous Cultures
11. North America/ the Caribbean
12. Oceana & Pacific Islands
13. Culture Presentations part 1
14. Culture Presentations part 2

COURSE CODE: LSN-0114

COURSE TITLE: Data for Everyone: Making Data Accessible & Understandable

CREDITS: 1.5

COURSE DESCRIPTION:

In our increasingly data-driven world, understanding data isn’t just for expert - it's essential for everyone. "Data for Everyone" introduces beginners to fundamental concepts of data handling, analysis, visualization, and interpretation, ensuring accessibility regardless of prior experience. This approachable and interactive course teaches you practical skills to understand, interpret, and present data effectively. You'll gain hands-on experience with basic spreadsheet functions, visualization tools, and storytelling through data, empowering you to make informed decisions in your studies, career, and everyday life. No matter your background, this course helps you confidently navigate the data-driven world around you.

COURSE LEARNING OUTCOMES:

KLO1: Understand foundational concepts of data collection, analysis, and interpretation.

KLO2: Evaluate different types of data visualization and their uses.

SLO1: Create and effectively communicate data-driven insights through visual presentations.

REQUIRED COURSE TOPICS:

1. Introduction to Data: Why It Matters
2. Basic Data Literacy: Understanding Data Types and Sources
3. Spreadsheets 101: Getting Comfortable with Excel
4. Basic Formulas & Functions for Beginners
5. Simple Data Visualization Techniques
6. Interpreting Data: Spotting Trends & Patterns
7. Data Storytelling: Turning Numbers into Narratives
8. Basic Statistical Concepts Made Easy
9. Exploring Real-Life Data Scenarios
10. Tools for Data Visualization: Beyond Excel
11. Ethical Data Usage & Avoiding Misinterpretation
12. Creating a Basic Dashboard
13. AI and Data
14. Collaborative Data Projects - Presentation

COURSE CODE: LSN-0115

COURSE TITLE: Language: French

CREDITS: 1.5

COURSE DESCRIPTION:

This course is designed for students who want to take the challenge of learning a new language in a flexible, self-directed way. With options including Portuguese, Spanish, Arabic, and French, students will set their own learning goals and explore the language at their own pace. Rather than traditional lectures, this course provides structured resources, interactive tools, and peer support to keep students motivated. Weekly check-ins, language exchange opportunities, and cultural immersion activities - such as music, films, and conversations with native speakers' will help bring the language to life. By the end of the course, students will have built a strong foundation in their chosen language and developed the skills to continue learning independently. Whether for travel, career growth, or personal enrichment, this is an opportunity to embrace a new way of thinking and communicating.

COURSE LEARNING OUTCOMES:

KLO1: Students will understand the foundational grammar, vocabulary, and pronunciation of their chosen language, allowing them to form basic sentences and engage in simple conversations.

KLO2: Students will explore cultural aspects related to their chosen language, gaining insight into traditions, customs, and communication styles.

SLO1: Students will develop independent language-learning strategies, including self-study techniques, listening comprehension, and basic conversational skills.

REQUIRED COURSE TOPICS:

1. Introduction & Goal Setting
2. Building a Foundation
3. Listening & Comprehension
4. Speaking & Pronunciation
5. Reading Strategies
6. Cultural Immersion & Authentic Materials
7. Writing & Sentence Building
8. Expanding Vocabulary & Expressing Ideas
9. Engaging with Native Speakers
10. Deepening Listening & Speaking Skills
11. Reading & Writing in Context
12. Cultural Comparison & Personal Reflection
13. Final Projects & Practical Applications
14. Celebration & Next Steps

COURSE CODE: LSN-0116

COURSE TITLE: Beginner Mandarin Language and Chinese History & Culture

CREDITS: 1.5

COURSE DESCRIPTION:

This course is designed for complete beginners with no prior Mandarin experience, and to equip them with foundational writing, reading and speaking skills for professional interactions in the Greater China region. The course focuses on practical communication, essential vocabulary, and cultural etiquette to help students navigate business settings effectively. Students will begin by learning Pinyin, tones, and basic sentence structures, progressing to workplace phrases, business meetings, and negotiations. Topics include introducing oneself, exchanging business cards, making requests, and other simple interactions in Mandarin. By the end of the course, students will be able to conduct basic interactions in Mandarin in a professional setting and understand workplace etiquette. Important cultural and historical insights are integrated throughout the course, covering key topics such as hierarchy, relationship-building (guanxì), dining etiquette, and business norms. Learning is reinforced through interactive role-plays, simulations, and real-world case studies. This course blends language acquisition with business relevance, ensuring students develop confidence and practical skills for working in Greater China. By the end, participants will have a solid foundation in introductory Mandarin and an understanding of how to conduct business in a culturally appropriate manner.

COURSE LEARNING OUTCOMES:

KLO1: Understand key cultural and historical factors that shape modern Chinese culture and business practices.

KLO2: Understand business etiquette, negotiations, and workplace norms in China.

SLO1: Use basic practical Mandarin speaking, listening, and reading skills for business settings, including a basic grasp of pinyin, tones, character writing, grammar and basic phrases.

REQUIRED COURSE TOPICS:

1. Overview of Mandarin (Pinyin, tones, basic greetings, Chinese name customs)

2. 5,000 Years of History: Prehistoric China (Names of China and pre-Zhou period)

3. Numbers, dates, prices, Chinese holidays

4. 5,000 Years of History: Ancient China (Zhou dynasty, Spring and Autumn and Warring States periods)

5. Common verbs, sentence structure and grammar

6. 5,000 Years of History: Early Imperial China (Qin, Han and Three Kingdoms)

7. Politeness & formal speech

8. 5,000 Years of History: Middle Imperial China (Period of Disunion, Tang and Song dynasties)

9. Directions & transportation

10. 5,000 Years of History: Late Imperial China (Yuan, Ming and Qing dynasties)

11. Food & drinks (Business dining etiquette through Chinatown field trip)

12. 5,000 Years of History: Modern China (Republican and Communist eras)

13. Shopping, negotiation and relationship-building (guanxì)

14. Group Presentations and Reflection

COURSE CODE: LSN-0117

COURSE TITLE: Next-Level English

CREDITS: 1.5

COURSE DESCRIPTION:

This course is for students who want to take their English language skills to the next level with more confidence and style. Whether it's mastering the art of conversation, writing with impact, or delivering a killer presentation, this class will help students refine their communication in a fun and engaging way. Through interactive activities, debates, storytelling, and creative writing exercises, students will explore the finer points of language - how to choose the perfect words, adjust tone for different situations, and sound more natural and persuasive. We'll break down real-world communication, from social interactions to professional emails, so students can express themselves clearly and effortlessly. Students will have plenty of opportunities to practice, get feedback, and experiment with their voice in a supportive environment. By the end of the course, they'll feel more articulate, self-assured, and ready to own any conversation, speech, or piece of writing.

COURSE LEARNING OUTCOMES:

KLO1: Students will learn how to fine-tune their language for different situations, making their speech and writing more effective and engaging.

KLO2: Students will understand how to communicate with confidence, clarity, and personality, whether in casual conversations or professional settings.

SLO1: Students will develop the ability to express themselves naturally and persuasively, improving fluency and confidence in both speaking and writing.

REQUIRED COURSE TOPICS:

1. Introduction
2. Public Speaking and Presentation Skills
3. Advanced Vocabulary and Idioms
4. Debate
5. Poetry and Spoken Word
6. Media and Journalism
7. Literature Appreciation
8. Business English
9. Film and Scriptwriting
10. Persuasive Writing
11. Cultural Expressions and Slang
12. Interview Skills
13. Book Club
14. Review and Showcase

COURSE CODE: LSN-0118

COURSE TITLE: Sign Language

CREDITS: 1.5

COURSE DESCRIPTION:

Sign languages are fully developed languages with unique grammar, structure, and cultural significance. This course provides an introduction to sign language as a global form of communication, with a focus on British Sign Language (BSL) and American Sign Language (ASL). Students will explore the fundamentals of visual language, including fingerspelling, common vocabulary, sentence structure, and non-manual markers such as facial expressions and body language. Beyond language acquisition, the course delves into Deaf culture, history, and accessibility, helping students understand the social and linguistic diversity of Deaf and Hard of Hearing communities worldwide. Led by a professional instructor, lessons will include hands-on signing practice, silent activities, and exposure to Deaf storytelling and signed poetry. By the end of the semester, students will be able to hold basic signed conversations and demonstrate cultural awareness when communicating with Deaf individuals.

COURSE LEARNING OUTCOMES:

KLO1: Students will explore Deaf culture, history, and accessibility, gaining awareness of the social experiences of Deaf and Hard of Hearing communities.

KLO2: Students will understand the structure and grammar of sign languages, recognizing key differences between BSL, ASL, and other national sign languages.

SLO1: Students will develop fundamental signing abilities, including fingerspelling, basic vocabulary, and expressive communication techniques.

REQUIRED COURSE TOPICS:

1. Introduction to Sign Language and Deaf Culture
2. Basic Greetings and Introductions
3. Alphabet and Numbers
4. Everyday Vocabulary
5. Family and Relationships
6. Food and Drink
7. Emotions and Feelings
8. Activities and Hobbies
9. Time and Weather
10. Health and Medical Terms
11. Directions and Locations
12. Education and School
13. Work and Professions
14. Review and Final Project

COURSE CODE: LSN-0120

COURSE TITLE: Threads of Well-Being: Experimenting with Weaving, Knitting & Crochet

CREDITS: 1.5

COURSE DESCRIPTION:

This course invites students to appreciate and experiment with the arts of weaving, knitting, and crochet. It is designed for beginners with little or no experience in textile crafts, and it emphasises the creative and meditative possibilities of working with wool. Drawing on research from psychology and occupational therapy, the course will allow students to experience how hands-on craft activities in a social environment can enhance well-being, reduce stress, and encourage interpersonal relationships. As they select the wools they will be working with, students will learn about the cultural history of wool in the UK, including the wonderful heritage wools coming from Scotland, Ireland and the Shetlands. Practical workshops where students weave, knit and crochet will be complemented by an excursion to the Victoria and Albert Museum (V&A), which contains wonderful textile and tapestry collections, and to speciality yarn shops in London. The course will culminate in a personal project that allows students to demonstrate their newly acquired technical skills and their own creativity in a work that is meaningful to them.

COURSE LEARNING OUTCOMES:

KLO1: Cultural and Historical Insight: Demonstrate foundational understanding of the historical and cultural significance of wool and textile crafts in the UK, particularly the traditions and production practices in Scotland and the Shetlands.

KLO2: Well-Being and Craft: Students will learn how creative, hands-on textile activities can promote relaxation, reduce stress, and foster social connection, drawing on relevant psychological and occupational therapy research.

SLO1: Technical Proficiency: Students will learn and apply basic weaving, knitting, and/or crochet skills, including essential stitches, pattern reading, and finishing techniques. They will be able to choose whether to focus on one kind of craft, or whether to try their hand at all three, depending on their level of knowledge and skill.

REQUIRED COURSE TOPICS:

1. Orientation & Historical Context

2. Types of wool and fibres: characteristics, grades, and sourcing.

3. Fundamentals of Weaving

4. Introduction to Knitting

5. Introduction to Crochet

6. Designing & Creating a Personal Project

7. Guidance on integrating colour theory, pattern selection, and practical finishing skills (blocking, weaving in ends)

COURSE CODE: MGT-0100

COURSE TITLE: Leadership & Organizational Behavior

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: CM1, CM2 and CM3. This course should not be taken if you have already completed CM4. In today's rapidly evolving business landscape, leaders must navigate globalization, shifting stakeholder expectations, ethical dilemmas, and emerging technologies while maintaining strategic focus. This course provides students with the foundational knowledge and analytical tools needed to assess external and internal business environments, formulate competitive strategies, and manage organizations effectively. Students will explore how businesses respond to competitive pressures, balance stakeholder demands, and structure their organizations for efficiency and adaptability. They will examine leadership dynamics, organizational culture, human resource management, and ethical decision-making in a global context. Case studies, discussions, and simulations will challenge them to think critically about business strategy, cross-cultural management, and the role of AI in shaping the future of leadership. Through this process, students will gain a deeper understanding of how organizations operate in complex environments and what it takes to make informed, ethical, and strategic decisions in leadership roles. This course is designed to be taken alongside Managerial Accounting and Business Analytics as part of an integrative module, culminating in a real-world business challenge focused on social impact and responsible leadership.

COURSE LEARNING OUTCOMES:

KLO1: Analyze the external and internal business environment using established strategic frameworks (e.g., PESTEL, Five Forces, SWOT & TOWS) to understand competitive dynamics and stakeholder influences.

KLO2: Explain key organizational structures, leadership theories, and human resource management principles, and how they impact business effectiveness in a global context.

KLO3: Evaluate ethical considerations, cultural differences, and emerging technological trends, including AI, in shaping responsible and adaptive business leadership.

SLO1: Apply strategic analysis and leadership frameworks to assess business challenges and propose informed, ethical, and practical solutions in dynamic organizational settings.

REQUIRED COURSE TOPICS:

1. The Global Business Environment // Globalization & Its Affect on Organizations

2. Strategic Analysis: PESTEL Framework for the Macro Business Environment

3. Strategic Analysis: Five Forces Framework for the Micro Business Environment

4. Business as a Problem - When Stakeholder Interests and Business Objectives Conflict

5. Business as a Solution - How Businesses Can Bolster the Earth’s Triple Bottom Line

6. Strategy Formulation and Competitive Positioning: SWOT & TOWS Analysis + Porter's Competitive Strategies

7. Navigating the Social & Political Business Environments

8. Organizational Structures and Design

9. Organizational Culture and Its Impact on Business Strategy

10. Leadership, Power, and Influence in Organizations

11. Foundations of Strategic Human Resource Management

12. Leading and Motivating Across Cultures//Leading in a Globally Diverse Ethics Climate
13. Leading Organizational Change
14. Leading for the Future - The Role of AI and Emerging Technologies

COURSE CODE: MGT-0200

COURSE TITLE: Operations & Supply Chain Management

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Leadership & Organizational Behavior, and CM1, CM2 and CM3. Efficient operations and well-managed supply chains are the backbone of successful businesses, ensuring products and services are delivered at the right time, cost, and quality. This course provides a comprehensive understanding of operations and supply chain management, covering key principles, strategies, and tools that drive efficiency, competitiveness, and sustainability. Students will explore core operations management concepts, such as process design, capacity management, and quality control, while also analyzing supply chain strategies, including inventory management, strategic sourcing, and Just-in-Time (JIT) approaches. Emphasis will be placed on real-world applications, from manufacturing and service industries to modern global supply networks. By the end of the course, students will be equipped with the knowledge and skills to design, analyze, and improve operations and supply chains, preparing them for roles in logistics, production planning, procurement, and process optimization in a rapidly evolving global business environment.

COURSE LEARNING OUTCOMES:

KLO1: Understand key concepts and frameworks in operations and supply chain management, including process optimization, logistics, and strategic planning.

KLO2: Analyze and evaluate operational strategies to improve efficiency, reduce costs, and enhance performance in different industries.

KLO3: Assess supply chain management decisions related to sourcing, production, distribution, and inventory, considering cost, risk, and sustainability.

SLO1: Apply operations and supply chain management techniques to real-world business challenges, using analytical tools and strategic frameworks to enhance operational efficiency.

REQUIRED COURSE TOPICS:

1. Introduction to Operations Management - Defining operations, key challenges in manufacturing and service industries. // The evolution of Operations Management.

2. The Transformation Model - Inputs, processes, and outputs in operations, and how businesses create value.

3. Operations Strategy - Aligning operations with business strategy for competitive advantage.

4. Performance Objectives in Operations - Key metrics: cost, quality, speed, dependability, and flexibility.

5. Product and Service Design - How design impacts manufacturability, service delivery, and the customer experience.

6. Process Design and Layout Planning - Types of processes (job, batch, flow, project), efficiency trade-offs, and facility layout decisions.

7. Quality Management - Approaches to quality control, Six Sigma, Total Quality Management (TQM), and continuous improvement.

8. Strategic Supply Chain Management - Designing supply chains for efficiency, agility, and resilience.

9. Planning and Control - Demand forecasting, scheduling, and production planning techniques.

10. Capacity Management - Balancing supply and demand, optimizing workforce and equipment utilization.

11. Inventory Management - EOQ, safety stock, and techniques to minimize holding costs while ensuring availability.

12. JIT and Lean Operations - Reducing waste, increasing efficiency, and implementing lean supply chain strategies.

13. Sustainability and Ethical Supply Chains - Green operations, circular supply chains, and the Triple Bottom Line

14. The Future of Operations & Supply Chain Management - AI, automation, Industry 4.0, and emerging trends.

COURSE CODE: MGT-0300

COURSE TITLE: Strategic Human Resource Management

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Leadership & Organizational Behavior and Operations & Supply Chain Management, and CM1, CM2 and CM3. This course should not be taken if you have already completed MGT-A. This course prepares students to think critically and act effectively as future managers by developing their understanding of how human resource management (HRM) practices shape organizational outcomes. In today's dynamic business environment, managing people well is essential to building resilient, ethical, and high-performing organizations. Students will examine how core HRM practices - such as workforce planning, recruitment and selection, onboarding, training and development, performance management, compensation, and employee relations - can be designed and implemented to support strategic goals. The course also emphasizes the role of managers in fostering inclusive workplace cultures, supporting employee wellbeing, and upholding ethical and legal responsibilities. Through applied assignments and collaborative projects, students will gain experience analyzing people-related challenges and crafting practical, research-informed solutions. Regardless of their career path (HR, general management, or entrepreneurship) students will leave this course better prepared to lead people effectively and cultivate a culture that helps their organizations thrive.

COURSE LEARNING OUTCOMES:

KLO1: Describe the core functions, terminology, and responsibilities of human resource management, including recruitment, training, compensation, and performance management.

KLO2: Explain how effective HRM practices contribute to organizational performance, employee engagement, and competitive advantage.

KLO3: Evaluate contemporary HR issues and trends - such as diversity, employee wellbeing, and global workforce challenges - and their implications for responsible people management.

SLO1: Design and deliver an applied training session that translates HR knowledge into practical guidance for others, using research-informed content and experiential learning techniques.

REQUIRED COURSE TOPICS:

1. Introduction to Strategic Human Resource Management

2. Organizational Culture

3. Diversity, Equity, and Inclusion // Health, Safety, and Wellbeing

4. Ethics in HRM // Workforce Planning and Career Pathways

5. Employer Branding & Recruitment

6. Selection Methods and Interviewing // Onboarding and Socialization

7. Training and Development // Coaching and Mentorship

8. Motivation and Rewards // Employee Engagement

9. Performance Management and Feedback

10. Discipline, Grievances, and Termination // Conflict Resolution

11. Compensation and Benefits // Equity in Pay and Incentive Systems

12. AI and other Technologies in HRM

13. Global HRM // Cross-Cultural HRM Practices

14. Integration and Review

COURSE CODE: MGT-0301

COURSE TITLE: Project Management

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Leadership & Organizational Behavior and Operations & Supply Chain Management, and CM1, CM2 and CM3. This course should not be taken if you have already completed MGT-C. Effective project management is crucial for delivering successful business initiatives, infrastructure developments, technology implementations, and organizational transformations. This course provides students with a comprehensive understanding of project management methodologies, tools, and best practices to ensure projects are delivered on time, within budget, and to the required quality standards. Students will explore core project management topics, including scope, time, cost, and risk management, as well as modern approaches such as Agile methodologies and Scrum. The course integrates traditional project management frameworks (PMBOK, PRINCE2) with adaptive Agile approaches, equipping students with the skills to plan, execute, and monitor projects across diverse industries. The course will also cover specialized areas such as megaprojects and international project management, addressing the unique challenges of large-scale, multi-stakeholder, and cross-border projects.

COURSE LEARNING OUTCOMES:

KLO1: Understand key project management concepts, methodologies, and frameworks used in both traditional and Agile project execution.

KLO2: Analyze and evaluate project scope, schedule, budget, risk, and quality trade-offs to ensure project success.

KLO3: Assess different project management approaches (Waterfall, Agile, Hybrid) and determine their suitability for various industries and project types.

SLO1: Apply project management techniques and tools to develop project plans, track progress, manage risks, and optimize stakeholder communication.

REQUIRED COURSE TOPICS:

1. Introduction to Project Management - Key principles, PM lifecycle, and the role of a project manager.

2. Scope Management - Defining project objectives, deliverables, and managing scope changes.

3. Time Management - Scheduling techniques (Gantt charts, Critical Path Method), milestone planning.

4. Cost Management - Budgeting, cost estimation, and controlling financial resources in projects.

5. Risk Management - Identifying, assessing, and mitigating project risks using qualitative and quantitative techniques.

6. Communication and Stakeholder Management - Effective communication strategies, stakeholder engagement, and conflict resolution.

7. Earned Value Management (EVM) - Measuring project performance using cost and schedule variance metrics.

8. Agile Project Management - Principles of Agile, its differences from traditional PM, and industry applications.

9. Agile Methodologies - Comparing Scrum, Kanban, Lean, and XP Agile frameworks.

10. Scrum Framework - Roles (Scrum Master, Product Owner, Development Team), Scrum events, and artifacts.

11. Technology and Tools in Project Management - PM software (JIRA, MS Project, Trello, Asana) and digital transformation in PM.

12. Megaprojects: Managing Large-Scale Initiatives - Unique challenges of megaprojects, cost overruns, stakeholder complexity, and risk management.

13. The Future of Project Management - Trends in AI, automation, hybrid project management, and evolving industry best practices.

14. Field Trip and Presentations

COURSE CODE: MGT-0302

COURSE TITLE: Change Management

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Leadership & Organizational Behavior and Operations & Supply Chain Management, and CM1, CM2 and CM3. This course prepares students to lead, manage, and respond to change in complex organizational environments. In an era shaped by globalization, innovation, regulation, and shifting stakeholder expectations, change is constant - and managing it well is essential. Students will explore why change efforts often fail, what enables success, and how different models and tools - including classic models (Kotter's 8 Steps, Lewin's Force Field Analysis) and contemporary frameworks such as ADKAR, McKinsey's 7S, and the Change Kaleidoscope - can be used to plan, guide, and communicate change initiatives. Emphasis is also placed on the human side of change: the emotional and psychological factors that shape resistance and support, and the importance of culture, communication, and leadership in navigating uncertainty. Students will analyze global case studies, apply frameworks to practical challenges, and collaborate with peers on a project designed to mirror contemporary organizational change work. Regardless of their future role (consultant, team leader, or entrepreneur) students will leave the course better equipped to think critically, act ethically, and lead change with confidence.

COURSE LEARNING OUTCOMES:

KLO1: Explain key theories, models, and frameworks for managing organizational change.

KLO2: Analyze how leadership, communication, and culture affect change readiness, resistance, and success.

KLO3: Evaluate the drivers and consequences of change in diverse industries and global contexts.

SLO1: Design and deliver practical change solutions based on critical evaluation of organizational dynamics and stakeholder needs.

REQUIRED COURSE TOPICS:

1. Introduction to Change Management and the Case for Change

2. Causes of Change // Organizational Learning and Adaptation

3. Stakeholders in Organizational Change // Diagnosing Change Contexts

4. Lewin’s Model

5. Kotter’s 8 Steps // Cultural and Demographic Dimensions of Change

6. Sensemaking in Change

7. Building Buy-In and Readiness // Emotions of Change

8. Organizational Culture and Change

9. Ethical Considerations in Change // Framing and Reframing

10. Communicating Change // Resistance and Feedback

11. Power and Politics in Change // Trust and Credibility

12. Contemporary Change Models (e.g., Change Kaleidoscope, McKinsey 7S, ADKAR)

13. Agile and Iterative Change Approaches and Measuring Change Outcomes

14. AI and Change Management // Change Across Borders and Cultures

COURSE CODE: MGT-0303

COURSE TITLE: Cross-Cultural Management

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Leadership & Organizational Behavior and Operations & Supply Chain Management, and CM1, CM2 and CM3. Success in international business depends on more than market knowledge - it requires cultural insight, contextual intelligence, and the ability to work effectively across boundaries. This course equips students with the tools to navigate the complexity of managing and collaborating in diverse cultural and institutional environments. Students will explore how cultural values and national systems shape business behavior, organizational structures, communication, and workplace expectations. Through frameworks like Hofstede, GLOBE, Trompenaars, and Erin Meyer's Culture Map, students will analyze cross-border challenges and develop cultural agility. Key themes include cultural intelligence (CQ), global communication, trust and conflict, inclusion and identity, and ethical tensions in global work. Students will engage with real-world case studies, practical team challenges, and self-assessment tools to build cultural competence. Whether pursuing careers in multinational firms, startups, or international NGOs, students will leave this course equipped to collaborate effectively and think critically about culture in global work.

COURSE LEARNING OUTCOMES:

KLO1: Analyze how cultural values, institutions, and global systems shape organizational behavior, strategy, and management practices across countries.

KLO2: Evaluate major cross-cultural theories and frameworks (e.g., Hofstede, GLOBE, Meyer, Trompenaars) and apply them to international business scenarios.

KLO3: Assess ethical challenges and leadership dilemmas in global business environments from a culturally sensitive and globally responsible perspective.

SLO1: Demonstrate effective communication, collaboration, and decision-making skills in cross-cultural contexts through team-based analysis and real-world applications.

REQUIRED COURSE TOPICS:

1. Introduction to Cross-Cultural Management // Why Culture Matters in Business

2. Cultural Intelligence (CQ) and Self-Awareness // Hofstede, GLOBE, Trompenaars, Meyer

3. Communication Across Cultures: Styles, Signals, and Misunderstandings

4. Power, Hierarchy, and Decision-Making in Global Contexts

5. Trust, Conflict, and Collaboration in Multicultural Teams

6. Identity, Inclusion, and Bias in International Workplaces

7. Ethics and Responsibility Across Cultural Boundaries

8. Organizational Culture and Adaptation// Business Models Across Borders

9. Cross-Cultural Negotiation and Influence

10. Culture and Global Branding

11. Entrepreneurship and Innovation in Cross-Cultural Contexts

12. Virtual and Hybrid Global Teams

13. The Future of Global Work: AI, Digitalization, and Cultural Adaptation

14. Course Summary and Synthesis

COURSE CODE: MGT-0304

COURSE TITLE: Leadership: Influence, Integrity & Impact

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Leadership & Organizational Behavior and Operations & Supply Chain Management, and CM1, CM2 and CM3. This course challenges students to think critically and act purposefully as emerging leaders in a diverse and interconnected world. Early in the term, students form teams to design and carry out a community engagement project, applying leadership concepts to a real-world need. Alongside this experiential work, students explore leadership theory, conduct self-assessments, analyze case studies, and reflect on how leaders influence others, build trust, and navigate complexity. Topics include servant and transformational leadership, ethical decision-making, followership, emergent leadership, and the dark side of leadership - including how to recognize and respond to toxic dynamics. Students will also examine their own values, motivations, and areas for growth. Designed for those preparing to manage teams, shape culture, or lead organizations, this course equips students with a personal leadership philosophy and practical tools to lead with integrity and impact across cultures and contexts.

COURSE LEARNING OUTCOMES:

KLO1: Critically analyze a range of leadership models - including servant, transformational, and emergent leadership - and assess their usefulness in different organizational and cultural settings.

KLO2: Evaluate how leadership theories, self-assessment tools, and reflective practices contribute to the development of a personal leadership philosophy grounded in values, identity, and lived experience.

KLO3: Examine how cultural norms, social identities, and power dynamics influence leadership expectations and behaviors in global and community contexts.

SLO1: Collaborate on a team-based leadership initiative by applying course concepts to a real-world community context, actively contributing to planning, implementation, and reflection on leadership practice.

REQUIRED COURSE TOPICS:

1. Introduction to Leadership // What Makes a Leader?

2. Planning for Community Leadership: Identifying Needs, Stakeholders, and Project Scope // Followership and Shared Leadership

3. Emotional Intelligence & Self-Awareness // Refining Your Personal Leadership Philosophy and Skills

4. Communication, Influence, and Building Trust

5. Team Leadership and Conflict Management // Practicing Leadership in Dynamic Group Settings

6. Leading with Empathy and Purpose // Project Check-In: Progress, Roles, and Challenges

7. Transformational Leadership // Inspiring and Elevating Others

8. Ethical Leadership and Moral Decision-Making

9. Toxic Leadership // Abusive Supervision and the Dark Side of Power

10. Leading Across Cultures // Project Check-In: Mid-Implementation Reflection

11. Adaptive Leadership and Leading in Uncertainty

12. Emergent Leadership and Informal Influence

13. Leadership in Action: Community Project Presentations

14. Course Wrap-Up and Reflection

COURSE CODE: MGT-0307

COURSE TITLE: Consulting & Organizational Research

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Leadership & Organizational Behavior and Operations & Supply Chain Management, and CM1, CM2 and CM3. This course introduces students to the consulting process and the analytical research skills essential for identifying and solving real-world challenges within organizations. With an emphasis on business-oriented consulting, students learn to manage client engagements, define and diagnose organizational problems, and design rigorous research projects that produce actionable insights. Core topics include research design, literature review, qualitative and quantitative data collection, client communication, and ethical consulting practices. Assignments and team-based work are structured to reflect professional consulting workflows, with students producing both internal analysis and client-facing deliverables. The course supports future consultants, managers, and analysts seeking to lead problem-solving initiatives across industries. It also serves as a required foundation for students pursuing a senior thesis in Management by emphasizing methodological rigor, critical thinking, and research ethics.

COURSE LEARNING OUTCOMES:

KLO1: Understand the consulting process, including the key phases of a client engagement and essential tools and techniques.

KLO2: Formulate meaningful business problems, frame research questions, and design and conduct primary and secondary research to address those questions using rigorous methods.

KLO3: Analyze how research design, data collection methods, and client dynamics interact in global and organizational contexts to influence consulting outcomes and ethical responsibilities.

SLO1: Deliver well-structured, professionally communicated insights and recommendations to clients and broader audiences, using appropriate analytical tools, presentation techniques, and interpersonal communication.

REQUIRED COURSE TOPICS:

1. Introduction to Consulting and Business Research // Understanding Client Needs
2. Scoping the Problem // The Consulting Proposal and Contracting Process
3. Research Questions and Problem Framing // Stakeholder Perspectives
4. Reviewing Literature and Prior Research // Building a Knowledge Base
5. Search Strategies and Secondary Data Collection // Using Databases Effectively
6. Using Technology in Consulting Projects // Workflow and Collaboration Tools
7. Qualitative Research Methods in Consulting // Interviews and Observations
8. Quantitative Research Methods // Surveys and Sampling Design
9. Data Integrity, Analysis and Interpretation // JASP and Other Analytics Tools
10. Ethical Considerations in Research and Consulting
11. Mid-Project Client Communication // Visualization and Reporting Tools
12. Writing and Presenting for Business Audiences // Executive Summaries and Presentations
13. Presenting to a Client // Bridging to Academic and Practitioner Publication

14. Course Wrap-Up

COURSE CODE: MGT-0308

COURSE TITLE: Future-Proofing Business with AI: Strategy, Ethics & Execution

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Leadership & Organizational Behavior and Operations & Supply Chain Management, and CM1, CM2 and CM3. Artificial intelligence is rapidly transforming business, but AI's capabilities and applications will continue to evolve. To stay competitive, future business professionals must go beyond using AI for today's tasks and develop a foundational understanding of AI's underlying structures and business potential. This interdisciplinary course bridges the gap between AI concepts and business applications, teaching students how to work with AI tools now while preparing for future AI-driven transformations. Through hands-on exercises, structured problem-solving, and exploratory projects, students will: Develop AI-ready thinking by creating synthetic users and structuring AI-driven workflows, Analyze AI-generated outputs and assess their alignment with real-world business decisions, Evaluate AI's business applications responsibly, understanding bias, ethics, and governance as AI's role in business expands. Rather than simply training students to use specific AI tools, this course teaches them how to think critically about AI, integrate AI into business strategy, and continuously adapt to emerging AI-driven opportunities.

COURSE LEARNING OUTCOMES:

KLO1: Understand the core principles and fundamental mechanics of AI, including generative AI, predictive analytics, and automation.

KLO2: Develop AI-ready thinking by learning how to create and apply synthetic users and structure AI-driven workflows.

KLO3: Assess AI's business, ethical, and strategic implications for long-term AI integration.

SLO1: Use AI to support and automate common business tasks while adapting to rapid changes in tools and applications.

REQUIRED COURSE TOPICS:

Fundamentals of AI in Business

2. Generative AI and Synthetic Data

3. AI-Augmented Decision-Making

4. AI for Market Insights and Competitive Analysis

5. AI in Forecasting and Risk Management

6. AI for Employee Development and Leadership

7. AI Ethics, Bias, and Algorithmic Accountability

8. AI Strategy and Business Alignment

9. Generative AI for Marketing and Branding

10. AI in Product Innovation and Prototyping

11. AI in Sales and Customer Service

12. AI and Strategic Competitive Advantage

13. AI’s Role in Global Business and Inclusion

14. Capstone Consultations and Peer Review

COURSE CODE: MGT-0309

COURSE TITLE: Hospitality & Tourism Management

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Leadership & Organizational Behavior and Operations & Supply Chain Management, and CM1, CM2 and CM3. The hospitality and tourism industries are among the largest and most dynamic sectors of the global economy, driving economic growth, job creation, and cultural exchange. These industries are particularly vital in developing economies, where they provide invaluable inflows of foreign capital, support infrastructure development, and create wide-ranging employment opportunities. This course provides a comprehensive understanding of both tourism and hospitality management, covering key principles, industry trends, and best practices. Students will explore the evolution and structure of the tourism industry, examining different types of tourism, destination marketing strategies, and the social, economic, and environmental impacts of tourism development. Simultaneously, the course will dive into the hospitality sector, including hotel management, restaurant operations, luxury hospitality, and the role of theme parks and entertainment attractions in tourism ecosystems. Through case studies, industry insights, and practical applications - including field excursions to local industry sites and dynamic guest talks from leading professionals - students will gain a well-rounded perspective on how hospitality and tourism intersect and how professionals in the field can adapt to emerging trends such as sustainable tourism, digital transformation, and changing consumer behaviors.

COURSE LEARNING OUTCOMES:

KLO1: Understand the evolution, structure, and dynamics of the tourism and hospitality industries, including their economic, social, and environmental impact.

KLO2: Analyze the key components of tourism products and hospitality services, including destination appeal, marketing strategies, guest experience management, and emerging industry trends.

KLO3: Evaluate management and operational strategies in the hospitality industry, from hotel and restaurant management to luxury and theme park operations.

SLO1: Apply tourism and hospitality management concepts to real-world scenarios, developing strategies for enhancing customer experiences, optimizing business performance, and addressing industry challenges.

REQUIRED COURSE TOPICS:

1. Introduction to Tourism - Defining the industry, its significance, historical development and evolution, and key industry players.

2. Types of Tourism and Travel Trends - Mass tourism, eco-tourism, adventure tourism, medical tourism, and niche markets; evolving traveler behavior.

3. Tourist Profiles and Market Segmentation - Understanding different types of tourists, customers, motivations, and destinations.

4. Destination Appeal and Marketing - Traveler decision-making; what makes destinations attractive in a crowded global marketplace; strategies for branding and positioning.

5. Tourism Impacts and Sustainability - Economic, social, and environmental effects of tourism; best practices for sustainable and responsible development.

6. The Global Hospitality Industry - Key players, market segmentation, ownership structures, and international growth strategies.

7. Hotel and Guest Service Operations - Front office, housekeeping, guest services, and the guest experience.

8. Luxury Hospitality and the Experience Economy - Customer-centric design, personalization, brand loyalty, and high-end service innovation.

9. Food & Beverage Operations and Strategy - Restaurant formats, staffing, menu design, service models, and F&B profitability basics.

10. Revenue Management and Pricing - Forecasting demand, yield management, dynamic pricing, and profitability tools.

11. Marketing in Tourism and Hospitality - The 8 Ps of hospitality marketing; digital tools, social media, and storytelling for customer engagement.

12. Cross-Cultural and Ethical Management - Cultural expectations, guest interaction styles, labor standards, and managing diversity in global hospitality.

13. Technology, Innovation, and Future Trends - AI, automation, and the digital transformation of guest services; emerging business models.

14. Crisis Management and Organizational Resilience - Preparing for and responding to disruptions in tourism and hospitality operations.

COURSE CODE: MGT-0310

COURSE TITLE: Managing for Long-Term Success: Sustainability, Responsibility & Governance

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Leadership & Organizational Behavior and Operations & Supply Chain Management, and CM1, CM2 and CM3. Sustainability is no longer a peripheral concern - it is a strategic imperative. This course explores the ethical, social, and governance dimensions of business management, equipping students with the knowledge and tools to lead responsibly in a complex and interconnected world. Through a focus on moral dilemmas, business ethics, corporate social responsibility (CSR), and governance, students will examine how organizations can navigate social expectations while maintaining profitability. The course blends theory with real-world application, including how to design CSR campaigns, recognize ethical risks, and manage workplace conduct responsibly. Key issues such as whistleblowing, discrimination, ethical marketing, and environmental responsibility are addressed through case studies and interactive discussions. By the end of the course, students will be prepared to lead ethically and contribute to sustainable organizational cultures.

COURSE LEARNING OUTCOMES:

KLO1: Understand key ethical theories and principles relevant to sustainable management and responsible leadership.

KLO2: Analyze the role of corporate social responsibility, corporate governance, and stakeholder engagement in modern business practices.

KLO3: Evaluate ethical challenges and dilemmas in business operations, marketing, and organizational culture.

SLO1: Apply ethical decision-making frameworks to assess real-world business situations and develop strategies for sustainable and responsible management.

REQUIRED COURSE TOPICS:

1. Introduction to Business Ethics // Ethical Decision-Making Fundamentals and How Ethics Apply in the Global Business Environment

2. Moral Dilemmas in Management // Navigating Complex Decisions Where Ethical Principles Conflict with Financial Interests

3. The Social Demand for Corporate Responsibility - Understanding the Expectations of Consumers, Communities, and Investors

4. Corporate Social Responsibility (CSR) - History, Concepts, and Integration into Business Strategy

5. Designing and Managing a CSR Campaign - How to Design, Implement, and Evaluate a Socially Responsible Business Initiative

6. Corporate Governance and Ethical Oversight - Principles of Accountability, Transparency, and Stakeholder Representation

7. Whistleblowing Systems and Ethical Reporting - Encouraging Integrity While Protecting Those Who Speak Out

8. Discrimination and Intolerance in the Workplace - Legal and Ethical Considerations of Equity and Inclusion

9. Bullying, Abusive Supervision, Sexual Harassment, and Other Interpersonal Aggressions in the Workplace // Managing Workplace Conduct and Psychological Safety

10. Managerial Ethics in Marketing and Customer Engagement // Ethical Considerations in Advertising, Branding, and Consumer Manipulation

11. Environmental Responsibility and The Tragedy of the Commons // Managerial Responsibility for Climate Preservation, Resource Conservation, and Biodiversity

12. Fair Trade and Ethical Supply Chain Management - Ethical Sourcing, Labor Rights, and Transparency in Global Production

13. Managing Non-Financial Outcomes // Sustainability Reporting and ESG Metrics

14. The Future of Ethical Business Leadership

COURSE CODE: MGT-0400

COURSE TITLE: Advanced HRM: Managing People During Crises

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Leadership & Organizational Behavior and Operations & Supply Chain Management, and CM1, CM2 and CM3. In today's dynamic business environment, organizations must adeptly navigate macro-level turbulence and crises occurring in the external business environment to ensure success. This course delves into the multifaceted challenges faced by leaders, managers and HR professionals during such times, emphasizing the critical role each plays in supporting both the organization and its workforce. Students will explore the impact of economic crises on employees, examining adverse working conditions, organizational citizenship behaviors, and employee solidarity. The course also addresses the complexities of employee voice and silence in prolonged crisis contexts, strategies for rewarding employees in turbulent economies, and methods to combat toxic workplace cultures from an HR perspective. Additionally, it covers the rise of non-traditional workers, gendering regimes in developing economies, and the challenges of managing remote workers and digital nomads. The curriculum further investigates how organizations can promote mental health and well-being at work, creating psychological safety, and effectively manage restructuring, reorganization, and redundancies. By focusing on developing effective line managers and understanding the role of organizational leaders in turbulent times, this course equips students with the knowledge and skills necessary to navigate and lead through the macro-challenges.

COURSE LEARNING OUTCOMES:

KLO1: Critically analyze the impact of economic crises on employees, considering issues related to working conditions, organizational citizenship behaviors, employee solidarity, employee voice, and rewards.

KLO2: Critically examine methods to combat toxic workplace cultures affecting employees' mental health and well-being.

KLO3: Critically assess the role of leaders, managers and HR professionals in leading and managing people during challenging times, such as when combating climate change, addressing gender inequality at work, or managing restructuring, reorganization, and redundancies.

SLO1: Develop effective people management strategies and interventions to support employees and workers during turbulent times.

REQUIRED COURSE TOPICS:

1. Macro-level turbulence and crisis, impact on employees, and the role of HR
2. Employee voice and silence in long-term crisis contexts
3. Rewarding employees in turbulent economies
4. Combating toxic workplace cultures
5. Mental health and wellbeing at work
6. Flexible firms and the rise of non-traditional workers
7. Gendering regimes in developing economies
8. Difficulties in managing remote workers and digital nomads
9. Green HRM, climate change and the role of HR
10. The role of leaders and managers in creating psychological safety

11. Managing restructuring, reorganization and redundancies
12. Developing effective line managers that can manage people in turbulent times
13. The role of organizational leaders in times of macro-level turbulence and crisis

COURSE CODE: MGT-0401

COURSE TITLE: Event Management

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Leadership & Organizational Behavior and Operations & Supply Chain Management, and CM1, CM2 and CM3. Event management is an exciting and dynamic field where strategy, creativity, and adaptability are key. This course will guide students through the process of planning and executing events - from intimate local conferences to massive global festivals, virtual experiences, or hybrid events. Students will gain insights into essential event management topics, including budgeting, logistics, and stakeholder coordination, while also exploring the impact of modern tools like social media, data analytics, and virtual engagement. Students will tackle real-world challenges, including financial planning, crisis management, and incorporating sustainability into event designs. The course will cover both traditional event planning and emerging event formats, giving students the knowledge to approach diverse events in an evolving industry. Through case studies, team-based projects, and practical applications, students will develop the skills needed to help successfully lead a wide variety of events.

COURSE LEARNING OUTCOMES:

KLO1: Understand and apply the core principles of event management, including budgeting, logistics, stakeholder coordination, and sustainability.

KLO2: Evaluate the impact of digital tools, social media, data analytics, and virtual engagement on event planning and execution.

KLO3: Analyze and adapt event management strategies to different types of events, including traditional, virtual, and hybrid formats, across diverse global and cultural contexts.

SLO1: Demonstrate practical skills in managing key aspects of events, such as planning, budgeting, and crisis management, while addressing real-world challenges.

REQUIRED COURSE TOPICS:

1. Introduction to Event Management: Key Principles and Stakeholders

2. Event Design and Profiling: Understanding Audience and Experience

3. Event Marketing Essentials: Digital Marketing and Social Media Strategies

4. Financial Management: Budgeting, Revenue Streams, and Risk Management

5. Operational Planning: Venue Management and Logistics Coordination

6. Stakeholder Engagement: Sponsors, Participants, and Media

7. Crisis Management and Risk Mitigation in Event Planning

8. Virtual and Hybrid Events: Leveraging Technology for Engagement

9. Global Trends and Cross-Cultural Considerations in Event Management

10. Post-Event Activities: Evaluation, Legacy, and Impact Assessment

11. Sustainability in Event Management: Green Practices and Social Responsibility

12. Innovation in Event Management: Technology, Immersive Experiences, and New Formats

13. Emerging Sectors in Event Management: Esports, Virtual Festivals, and Hybrid Formats

14. Synthesis and Summary

COURSE CODE: MGT-0403

COURSE TITLE: From Strategy to Action

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Leadership & Organizational Behavior and Operations & Supply Chain Management, and CM1, CM2 and CM3. In an increasingly complex and dynamic business environment, the ability to develop and execute effective strategies is crucial for success. Businesses are in constant need of transformation, but without a clear, well-articulated strategy, they risk inefficiency and missed opportunities. However, even the best strategies can fail if they are not properly designed to be understood, embraced, and executed by key stakeholders. The course "From Strategy to Action" is designed to provide business and marketing students with a comprehensive understanding of strategic management, from foundational principles to real-world application. Going beyond theoretical models, the course equips students with the tools and methodologies needed to strategize and operationalize business opportunities and ambitions. Students will explore essential strategic frameworks such as Porter's Five Forces, the Resource-Based View, Blue Ocean Strategy, and the Balanced Scorecard to critically analyze competitive landscapes and identify growth opportunities. Through hands-on exercises and case studies, they will gain an understanding of how to align strategic vision with execution, ensuring that strategies are actionable, adaptable, and sustainable in an ever-changing market. The course integrates interactive discussions, workshops, and real-life business scenarios to develop key competencies in strategic planning, stakeholder management, execution roadmaps, and performance measurement. Students will learn how to navigate resistance to change, drive organizational buy-in, and create strategies that are not only innovative but also implementable. A strong emphasis will be placed on understanding the relationship between strategy and execution, addressing challenges such as resource allocation, market shifts, and internal resistance. By the end of the course, students will have the ability to design and evaluate strategic plans that align with business goals and market realities. They will apply practical frameworks to translate strategy into measurable outcomes, ensuring alignment between vision and execution. They will also develop the skills to engage key stakeholders effectively and drive strategic initiatives forward, while navigating the complexities of business transformation. The course fosters a strategic mindset, enabling students to think critically, lead transformation efforts, and make informed decisions that create long-term impact in dynamic industries.

COURSE LEARNING OUTCOMES:

KLO1: Understand the fundamental principles of strategic management and the role of strategy in business transformation, including the challenges of execution and stakeholder alignment.

KLO2: Analyze and apply key strategic frameworks such as the Resource-Based View, Blue Ocean Strategy, and the Balanced Scorecard to assess competitive positioning and business opportunities.

KLO3: Evaluate the relationship between strategy formulation and execution, identifying common barriers to implementation and methods to ensure strategic initiatives are effectively operationalized.

SLO1: Develop critical thinking, problem-solving, and strategic execution skills to transform business visions into actionable plans, apply influencing techniques to secure stakeholder buy-in and adapt to challenges with agility.

REQUIRED COURSE TOPICS:

1. Understanding Strategy: Foundations and Applications

2. Strategic Choices: Selecting the Right Approach

3. Communicating Strategy: Engaging Stakeholders for Success

4. From Vision to Execution: Translating Strategy into Action

5. Tracking Success: Performance Metrics and Agile Adjustments

6. Market Development Strategies: Finding Growth and Value

7. Leveraging AI in Strategic Planning and Execution

8. Corporate Strategy in Action: Learning from Industry Leaders

9. Competitive Strategy: Gaining and Sustaining Market Advantage

10. Innovation as a Strategic Driver: Disrupting Markets for Growth

11. Crisis and Risk Management in Strategy Execution

12. Strategic Leadership: Driving Organizational Alignment and Execution

13. Sustainability and ESG in Strategic Decision-Making

14. The Future of Strategy: Emerging Trends and Business Transformations

COURSE CODE: MKT-0100

COURSE TITLE: Marketing

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: CM1, CM2 and CM3. This course should not be taken if you have already completed MKT-1. This course provides a comprehensive introduction to marketing by exploring fundamental concepts, strategies, and real-world applications. It covers essential topics such as consumer behavior, segmentation, branding, pricing, digital marketing, relationship marketing, and integrated marketing communications. Students will develop an understanding of how marketing creates value for consumers and businesses while also addressing the role of AI and digital transformation in modern marketing practices. The course will emphasize practical applications through case studies, discussions, and industry insights, preparing students to analyze marketing strategies and apply them in real-world business scenarios.

COURSE LEARNING OUTCOMES:

KLO1: Explain fundamental marketing concepts, including the marketing mix, consumer behavior, and market segmentation, and their role in business strategy.

KLO2: Analyze how marketing strategies are developed and applied, with a focus on digital transformation and AI-driven marketing innovations.

KLO3: Evaluate the effectiveness of different marketing tools and techniques in shaping consumer perceptions, brand positioning, and customer relationships.

SLO1: Develop a marketing strategy for a product or service by applying segmentation, targeting, positioning, and integrated marketing communication principles.

REQUIRED COURSE TOPICS:

1. Introduction to Marketing

2. Marketing Environment & Strategic Planning

3. Consumer Behavior & Decision-Making Process

4. Segmentation, Targeting, and Positioning (STP)

5. Marketing Planning & Strategy

6. Product Strategy & Branding

7. Pricing Strategies & Value Perception

8. Marketing Channels & Distribution Strategy

9. Integrated Marketing Communication (IMC)

10. Digital Marketing & Social Media Strategies

11. Relationship Marketing

12. Customer Experience & Service Marketing

13. Ethics & Sustainability in Marketing

14. Marketing Metrics & Performance Evaluation

COURSE CODE: MKT-0300

COURSE TITLE: Brand Management

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Marketing, and CM1, CM2 and CM3. This course aims to develop students understanding of the importance of brand equity, as well as how to build, measure and manage brand equity. It will cover topics in the utilities of branding, the process of building brands, methods of measuring brand equity, ways to leverage brand equity, strategies in managing brand portfolios, and management of brands over time, geographic boundaries and market segments. Because of the importance of digital marketing and social media management in the process of branding, concepts and practices in these areas are discussed throughout the course. Additional emphasis is placed on market intelligence and data analytics as they become critical tools for brand success. Through a combination of case studies, interactive discussions, and hands-on projects, students will gain a practical understanding of how to develop and maintain resilient brands that can adapt to changing market dynamics.

COURSE LEARNING OUTCOMES:

KLO1: Understand key concepts and models in brand management and how they contribute to long-term success

KLO2: Critically analyze and evaluate Brand Identity, Brand Positioning and Brand Leverage. Practically apply Brand Management strategically in a Global context.

KLO3: Demonstrate the ability to design and execute a comprehensive brand strategy plan, incorporating brand storytelling, digital branding, and cross-cultural communication skills for brand expansion.

SLO1: Examine and implement brand equity measurement techniques to assess brand performance and develop strategies for sustaining competitive advantage.

REQUIRED COURSE TOPICS:

1. Introduction to Brand Management

2. Consumer-Based Brand Equity (CBBE) Model

3. Brand Positioning and Identity

4. Brand Building

5. Laws of Branding

6. Brand Crisis Management and Trust Rebuilding Strategies

7. Brand Communication, Emotional Branding, and Storytelling

8. Sustainability and Ethical Branding

9. Global Brand Management

10. Luxury Brand Management

11. Branding in B2B Markets

12. Rebranding and Brand Evolution

13. Brand Personality and Brand Voice

14. Group presentation

COURSE CODE: MKT-0301

COURSE TITLE: Consumer Behavior & Market Research

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Marketing, and CM1, CM2 and CM3. This course should not be taken if you have already completed MKT-A. This course explores the psychological, social, and cultural factors that influence consumer decision-making, as well as the role of marketing research in understanding and predicting consumer behavior. The first part of the course focuses on key consumer behavior theories, digital trends, and ethical considerations. The second part delves into marketing research methods, including qualitative and quantitative techniques, big data analytics, and the application of insights to strategic decision-making. Special emphasis is placed on AI-driven consumer analytics and the integration of research findings into marketing strategies. By the end of the course, students will be equipped with both theoretical knowledge and practical skills to analyze consumer trends and apply marketing research in real-world scenarios.

COURSE LEARNING OUTCOMES:

KLO1: Explain key consumer behavior models, decision-making processes, and the psychological, social, and cultural factors influencing purchasing behavior.

KLO2: Analyze different marketing research methods, including qualitative, quantitative, and AI-driven analytics, to gather and interpret consumer insights.

KLO3: Develop a consumer research study by designing a research framework, selecting appropriate data collection methods, and applying insights to a marketing strategy.

SLO1: Evaluate the ethical considerations in consumer behavior and marketing research, including consumer rights, privacy concerns, and corporate social responsibility.

REQUIRED COURSE TOPICS:

1. Foundations of Consumer Behavior
2. Consumer Decision-Making Process
3. Psychological Influences on Consumer Behavior
4. Social and Cultural Influences
5. Consumer Emotions and Brand Loyalty
6. Digital Consumer Behavior
7. Ethics and Consumer Protection
8. Introduction to Marketing Research
9. Research Design and Data Collection
10. Survey Design and Sampling Techniques
11. Qualitative Research Methods & Neuroscience in Qualitative Research
12. Quantitative Research Methods
13. Big Data and Consumer Analytics
14. Application of Research Findings in Marketing Strategy

COURSE CODE: MKT-0302

COURSE TITLE: Retail Marketing

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Marketing, and CM1, CM2 and CM3. The retail industry is a dynamic and ever-evolving sector shaped by shifting consumer behaviors, technological advancements, and strategic innovations. This course provides students with a comprehensive understanding of the key marketing strategies driving success in modern retail. Through a blend of theoretical concepts, case studies, and real-world applications, students will explore the evolving landscape of retail marketing, including omnichannel strategies, digital transformation, customer experience management, brand positioning, and sustainable retailing. The course will examine how data analytics, artificial intelligence, and personalized marketing are reshaping the consumer journey while addressing the impact of globalization, supply chain dynamics, and ethical considerations.

COURSE LEARNING OUTCOMES:

KLO1: Explain fundamental retail marketing principles, including consumer behavior, branding, omnichannel strategies, and digital transformation in the retail industry.

KLO2: Evaluate the impact of evolving market trends, technological advancements, and changing consumer preferences on retail marketing strategies.

KLO3: Critically examine the role of data analytics, personalization, and sustainability in shaping effective retail marketing strategies and competitive positioning.

SLO1: Apply retail marketing concepts and data-driven insights to design and present an actionable marketing strategy that enhances customer engagement, brand positioning, and competitive advantage in the retail industry.

REQUIRED COURSE TOPICS:

1. Introduction to Retail Marketing and Consumer Behavior
2. Evolution of Retail Formats: From Brick-and-Mortar to E-commerce
3. Omnichannel Retail Strategies
4. Retail Branding and Positioning
5. Data-Driven Retail Decisions: Personalization and Loyalty Programs
6. Retail Customer Experience (CX) Design
7. Visual Merchandising and Store Layout Strategies
8. Pricing and Promotion Strategies in Retail
9. Technology and Innovation in Retail (AR, VR, AI)
10. Sustainable and Ethical Retail Practices
11. International Retail Strategies
12. Retail Analytics and Performance Measurement
13. Retail Failures and Turnaround Strategies
14. Capstone Project: Designing a Retail Marketing Strategy

COURSE CODE: MKT-0303

COURSE TITLE: Luxury Marketing in the Digital Age

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Marketing, and CM1, CM2 and CM3. This course is tailored to inspire strategic thinking and creativity, preparing students to shape the future of the luxury and beauty industries. The luxury industry is defined by its exclusivity, discerning audiences, and unique marketing challenges. Over the past decade, globalization, technological innovation, shifting consumer preferences, and economic pressures have transformed the luxury and beauty sectors. These changes require a sophisticated understanding of how to navigate this dynamic landscape while preserving the timeless appeal of luxury. his course offers a comprehensive marketing management perspective tailored to the luxury and beauty industries. Students will explore key marketing concepts and their application to real-world scenarios, gaining insights into how industry leaders create competitive advantages and drive sustainable value in luxury and beauty industry. Through case studies, interactive discussions, and hands-on activities, the course bridges theory and practice, delving into the strategies of established heritage brands and innovative emerging disruptions, especially AI, and other technologies. Designed for aspiring professionals and enthusiasts alike, this course provides the tools and knowledge to excel in crafting and managing luxury experiences in today's global market. The course is intent to be a gateway to mastering luxury and beauty marketing.

COURSE LEARNING OUTCOMES:

KLO1: Comprehend the unique characteristics of the luxury and beauty industries, including their exclusivity, heritage, and emotional appeal, and analyze how these elements shape effective marketing strategies.

KLO2: Evaluate how consumer preferences, cultural influences, and technological advancements shape purchasing decisions in the luxury and beauty sectors, with a focus on the evolving expectations of modern luxury audiences.

KLO3: Explore key industry trends, including the impact of globalization, digital disruption, sustainability, and experiential branding, and apply this knowledge to address contemporary challenges in luxury marketing

SLO1: To develop strategic, analytical, creative, and digital skill to navigate the evolving luxury and beauty industries. Demonstrate the ability to create compelling brand narratives, design immersive consumer experiences, and apply strategic decision-making in real-world luxury marketing scenarios through hands-on projects and case studies."

REQUIRED COURSE TOPICS:

1. Foundations of Luxury and Beauty Marketing

2. The Evolution of Luxury: Heritage vs. Modernity

3. Consumer Psychology and Buying Behavior in Luxury

4. Brand Positioning and Storytelling in Luxury Marketing

5. Digital Transformation and E-Commerce in Luxury

6. Experiential Marketing and Sensory Branding

7. Sustainability and Ethical Practices in Luxury

8. Globalization and Cultural Influences on Luxury Consumption

9. The Role of Influencers and Social Media in Luxury Branding

10. Pricing Strategies and Perceived Value in Luxury Markets
11. Retail Innovation: Omnichannel and Personalization
12. Crisis Management and Reputation in the Luxury Industry
13. AI, Data, and Personalization in Luxury Marketing
14. Future Trends and Emerging Disruptors in Luxury and Beauty

COURSE CODE: MKT-0304

COURSE TITLE: Entrepreneurial Marketing

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Marketing, and CM1, CM2 and CM3. Entrepreneurial marketing is about leveraging agility, innovation, and resourcefulness to drive growth in uncertain environments. This course goes beyond traditional marketing strategies to explore how startups, micro-brands, and corporate intrapreneurs use cutting-edge digital tools, disruptive tactics, and customer-driven insights to compete and scale. It connects guerrilla tactics to academic theories such as Resource-Based View (RBV) and Stakeholder Theory. Students will learn how to create low-cost, high-impact marketing strategies using growth hacking, influencer collaborations, AI-powered personalization, and viral social media campaigns. The course will cover behavioral insights, digital transformation, sustainability, and ethical marketing practices to ensure long-term business success. Through case studies from Airbnb, Dollar Shave Club, Zomato, Patagonia, and Byju's, students will examine the marketing strategies that propelled these brands to success. The final project requires students to develop and pitch a full-stack entrepreneurial marketing plan for a startup or product launch.

COURSE LEARNING OUTCOMES:

KLO1: Understand modern growth strategies including digital-first and customer-led approaches.

KLO2: Evaluate the role of sustainability, ethics, and data-driven decision-making in entrepreneurial marketing.

KLO3: Leverage Digital Tools: Master use free platforms (CRM, Canva, Google Analytics) to optimize ROI in low-budget scenarios.

SLO1: Develop an actionable growth hacking strategy using viral marketing and digital media.

REQUIRED COURSE TOPICS:

1. The Entrepreneurial Mindset: Risk-Taking & Market Disruption
2. Customer Psychology & Behavioral Insights for Startups
3. Agile Marketing: Pivoting & Iterating in Fast-Changing Markets
4. Building a Brand with Zero Budget: Guerrilla & Viral Marketing
5. Free Tools for Consumer Research
6. Content Strategy & Storytelling for Brand Loyalty
7. Concept testing
8. Social Media, Influencers & Community Building
9. Growth Hacking: Leveraging AI, SEO & Automation
10. Paid vs. Organic Strategies: Maximizing ROI on a Budget
11. E-Commerce & Direct-to-Consumer (DTC) Playbook
12. Customer Journey Mapping & CRM Strategies
13. Permission Marketing
14. "AAARR metrics
15. Sustainability & Ethical Marketing: The Role of Impact-Driven Brands"

COURSE CODE: MKT-0307

COURSE TITLE: Social Impact Marketing & Performance: Marketing with Purpose to Achieve Definable Business Goals

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Marketing, and CM1, CM2 and CM3. Social impact programs are a key differentiating factor for business in today's highly competitive, socially and economically fragmented world. Whether selling a product or technology, providing services, or recruiting talent, a meaningful social impact strategy and its implementation can provide an edge in any sector. Successful models include Salesforce's "1-1-1" (pledging 1% of equity, product, and employee time), TOMS shoes "one-for-one" program, and Patagonia's environmental commitment. But if designing social purpose and its resultant marketing isn't genuine and well aligned with broader brand goals, it is doomed in a marketplace that is adept at sniffing out inauthenticity. And, if social purpose isn't measured and accountable, it will fail as a driver of profitability and business success. This course provides a framework for creating and measuring social impact strategies and initiatives to help managers reimagine the purposeful relationship among their business, philanthropic endeavours, communities of employees, customers, investors, and society.

COURSE LEARNING OUTCOMES:

KLO1: Implement socially focused Brand Positioning and Storytelling. Marketing students will learn how to align social impact strategies with brand identity and use storytelling techniques to effectively communicate purpose across multiple platforms.

KLO2: Design socially focused Customer Engagement and Advocacy initiatives. The course provides frameworks for engaging customers on the basis of social purpose through social media, public relations, and campaigns, turning customers into brand advocates.

KLO3: Define and develop Social Impact Performance measurement techniques with Data-Driven Insights. Marketing students will gain experience selecting and tracking Key Performance Indicators (KPIs) to assess the effectiveness of social impact initiatives.

SLO1: Students will prototype their own social impact programs, designing strategy. Tactics, and KPI's that complement broader business goals, as well as collaborate on developing a client-led social purpose strategy challenge with an actual enterprise. Guest speakers from a variety of social enterprises will reinforce the core themes of the course.

REQUIRED COURSE TOPICS:

1. Defining Social Purpose: Aligning Vision with Business Strategy

2. The Business Case for Social Impact: Competitive Advantage and Differentiation

3. Authenticity in Social Impact Marketing: Avoiding Purpose-Washing

4. Building Internal Alignment: Adapting Corporate Culture for Social Impact

5. Case Study Analysis: Successful Social Impact Models (Salesforce, TOMS, Patagonia)

6. Developing Stakeholder Relationships: Engaging Employees, Customers, and Communities

7. Designing a Social Impact Program: Strategy Development and Prototyping

8. Social Impact Metrics: Establishing KPIs and Measuring Success

9. Communicating Social Purpose: PR, Media, and Storytelling Strategies

10. Customer Engagement and Social Impact: From Advocacy to Loyalty

11. Social Media and Digital Platforms: Amplifying Impact and Engagement
12. Collaborating with Nonprofits and Public Sector Partners
13. Integrating AI and Technology for Measurable Social Impact
14. The Future of Social Impact Marketing: Trends and Innovations

COURSE CODE: MKT-0401

COURSE TITLE: Marketing Communication Strategy

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Marketing, and CM1, CM2 and CM3. This course should not be taken if you have already completed MKT-B. This course provides a comprehensive understanding of marketing communication strategy, from campaign development to execution across multiple platforms. Students will explore branding, consumer insights, integrated communication planning, and social media strategy to develop and execute effective communication campaigns. Real-world case studies and hands-on projects will help students bridge theory and practice.

COURSE LEARNING OUTCOMES:

KLO1: Develop integrated marketing communication (IMC) strategies aligned with brand objective

KLO2: Assess advertising and promotional effectiveness using key performance indicators (KPIs) and ROI.

KLO3: Analyze consumer behavior and its impact on marketing communication

SLO1: Design and implement marketing campaigns using digital, traditional, and social media tools.

REQUIRED COURSE TOPICS:

1. Definition and Role of Marketing Communication in Business Success
2. Brand Positioning and Communication Strategy
3. Consumer Insights and Marketing Communication
4. Creative Strategy in Marketing Communication
5. Media Planning and Buying Strategies
6. Integrated Marketing Communication (IMC) Strategy
7. Digital Advertising and Social Media Strategy
8. Search Engine Marketing (SEO & SEM) in Communication
9. Influencer Marketing & Brand Partnership
10. Data-Driven Marketing Communication
11. The role of Public Relation and Crisis Management in Marketing Communication
12. Global Marketing Communication Strategies
13. Measuring Marketing Communication Effectiveness
14. Future Trends in Marketing Communication

COURSE CODE: MKT-0402

COURSE TITLE: Sales Management

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Marketing, and CM1, CM2 and CM3. This course should not be taken if you have already completed MKT-C. Sales Management is a crucial function in any business, directly impacting revenue generation and customer relationships. This course provides a comprehensive understanding of sales principles, salesforce management, and strategic sales planning. Students will explore key topics such as personal selling, sales forecasting, sales team motivation, and customer relationship management. Through case studies, interactive exercises, and real-world applications, students will develop both strategic and operational sales management competencies.

COURSE LEARNING OUTCOMES:

KLO1: Understand and analyze the role of sales management within an organization and its alignment with corporate strategy.

KLO2: Examine key sales theories, methodologies, and emerging trends in salesforce management.

KLO3: Evaluate the relationship between sales management, customer relationship management (CRM), and digital transformation in sales.

SLO1: Develop and present a comprehensive sales strategy, including prospecting, negotiation, and closing techniques, using data-driven decision-making.

REQUIRED COURSE TOPICS:

1. Introduction to Sales Management
2. Sales Planning and Strategy
3. The Selling Process and Personal Selling
4. Consumer Behavior and Sales
5. Salesforce Recruitment and Training
6. Sales Motivation and Compensation
7. Territory Management and Sales Quotas
8. Role playing and negotiation in sales
9. Customer Relationship Management (CRM) in Sales
10. Digital Transformation in Sales
11. Key Account Management (KAM) and Negotiation Skills
12. Sales Ethics and Legal Considerations
13. Sales Performance Measurement and Control
14. Final Project Presentations and Course Wrap-Up

COURSE CODE: MKT-0403

COURSE TITLE: Neuromarketing & Consumer Insights

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Marketing, and CM1, CM2 and CM3. Why do we buy what we buy? This course dives into the fascinating world of neuromarketing, where neuroscience meets consumer behavior and insights. Students will explore how brands tap into subconscious triggers to shape purchasing decisions-whether it's Coca-Cola's emotional branding, Lululemon's cult branding, Netflix's binge-watching design, or Nike's sensory marketing. Topics include predictive analytics, sensory triggers, ethical dilemmas, and immersive VR marketing. By studying cutting-edge neuromarketing research tools like EEG, eye-tracking, and facial coding, students will uncover what captures attention, drives emotional engagement, and creates lasting brand loyalty. From AI-powered sentiment analysis to predictive analytics, students will experiment with the latest innovations shaping modern marketing strategies. Through live case studies, and behavioral simulations, students will design and optimize marketing campaigns using real-world neuroscientific insights.

COURSE LEARNING OUTCOMES:

KLO1: Evaluate and give evidence of neuro-based marketing concepts and theories and appraise how neuro-scientific theory relates to neuromarketing practice.

KLO2: Analyze ethical risks of neuromarketing techniques (e.g., subliminal triggers).

KLO3: Evaluate the effectiveness of sensory and emotional branding strategies.

SLO1: Design a sensory-driven pop-up experience.

REQUIRED COURSE TOPICS:

1. Introduction to Neuromarketing: Research & Practice
2. Cognitive Biases & Heuristics: How Consumers Think
3. The Consumer Brain: Decision-Making & Emotion
4. Neuromarketing Research Tools: EEG, Eye-Tracking, & Biometrics
5. Emotional Branding & Memory Formation
6. Sensory Marketing: The Science of Touch, Smell, Sound & Taste
7. Attention Marketing: Capturing & Holding Consumer Focus
8. Predictive Analytics & AI-Powered Consumer Insights
9. Neuro-Pricing: Anchoring, Scarcity & The Decoy Effect
10. Storytelling & The Neuroscience of Narrative Advertising
11. Case Study: TikTok and Netflix's Binge-Watching Algorithm & Habit Formation
12. Ethical Dilemmas in Neuromarketing: Manipulation vs. Persuasion
13. Virtual Reality (VR) & The Future of Experiential Marketing
14. Applying Neuromarketing to Digital & Social Media Strategies

COURSE CODE: MKT-0404

COURSE TITLE: Marketing Analytics for Growth

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Marketing, and CM1, CM2 and CM3. In today's digital era, data has become the lifeblood of marketing strategy, turning every customer interaction into actionable insights, the course explores how modern marketers leverage data and analytics to make informed decisions and drive successful campaigns. Students will learn to integrate traditional marketing knowledge with cutting-edge digital analytics techniques, covering everything from web and social media metrics to predictive modeling and AI-driven insights. The curriculum is designed to be engaging and forward-looking - incorporating real-world case studies, hands-on projects with industry tools, and discussions on emerging trends - to prepare students for evolving marketing roles in a data-driven business landscape. The course uses a mix of lectures, hands-on labs, and case discussions each week to keep learning interactive. Students will work on real or simulated datasets (e.g., a sample e-commerce Google Analytics dataset, social media stats from a brand, etc.) to apply concepts in practice.

COURSE LEARNING OUTCOMES:

KLO1: Leverage basic AI and machine learning techniques to extract consumer insights (e.g., segmentation, personalization) and recommend data-informed marketing actions.

KLO2: Implement data visualization techniques to interpret and communicate marketing data for strategic planning and stakeholder decision-making for translating analytical findings into actionable marketing recommendations and strategy proposals that align with business goals.

KLO3: Master the use of digital marketing metrics and KPIs (e.g., impressions, click-through rates, conversion rates, CAC, CLV) to evaluate campaign performance and make iterative improvements..

SLO1: Apply key digital analytics tools (e.g., Google Analytics, BI dashboards) to measure performance and optimize marketing strategies in various channels.

REQUIRED COURSE TOPICS:

1. Introduction to Data-Driven Marketing
2. Fundamentals of Marketing Analytics
3. Data Collection & Cleaning Techniques
4. Data Visualization & Business Intelligence Tools
5. Digital Marketing Metrics & KPIs
6. Web Analytics and Google Analytics
7. Social Media Analytics (Meta Business Suite)
8. Customer Data & CRM Analytics
9. Consumer Behavior Insights Through Data
10. Predictive Analytics in Marketing
11. AI and Machine Learning in Marketing Analytics
12. Marketing Experimentation and A/B Testing
13. Data-Driven Marketing Strategy & Decision-Making
14. Emerging Trends & The Future of Marketing Analytics

COURSE CODE: MKT-0406

COURSE TITLE: Digital & Social Media Marketing

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: Marketing, and CM1, CM2 and CM3. This course provides an in-depth exploration of digital and social media marketing, covering key strategies, tools, and methodologies for effective online marketing. Students will develop a practical understanding of digital consumer behavior, content creation, SEO, performance marketing, automation, and emerging trends in the digital landscape. The course integrates hands-on activities, case studies, and analytical tools to equip students with real-world expertise.

COURSE LEARNING OUTCOMES:

KLO1: Analyze digital consumer behavior and apply marketing strategies to engage and convert audiences online

KLO2: Evaluate and implement key digital marketing tools, including SEO, PPC, content marketing, and automation techniques.

KLO3: Develop a data-driven digital marketing strategy incorporating emerging trends, online research methodologies, and performance analytics.

SLO1: Design and execute a digital marketing campaign, integrating digital platforms, tools, and analytics to measure and optimize performance.

REQUIRED COURSE TOPICS:

1. Introduction to Digital & Social Media Marketing
2. Online Research Methodology & Environmental Scanning
3. Defining Marketing Objectives & Digital Strategy
4. The Digital Marketing Mix & Online Product Search
5. Website Development, UX & Conversion Optimization
6. Digital Tools for Marketing Research & SEO
7. Content Marketing, Curation & Video Marketing
8. Online Buyer Behavior & Personalization Strategies
9. Email Marketing & Marketing Automation (Part 1)
10. Marketing Automation & Performance Marketing (Part 2)
11. Social Media Marketing & Online PR
12. Customer Experience, Branding & Loyalty
13. Future Trends in Digital & Emerging Technologies
14. Students develop and present a digital marketing strategy

COURSE CODE: PSY-0300

COURSE TITLE: PsychLab: Research Methods

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: CM1, CM2 and CM3. This course should not be taken if you have already completed PSY-1. PsychLab is an immersive, hands-on course designed to introduce students to the core principles of psychological research methods and contemporary debates in the field. This course will cover key areas designed to provide students with the core research skills they need to engage with psychological and other scientific knowledge. Students will engage in the full research process - from designing a cognitive science experiment to executing data collection and analysis. The course culminates in a mock conference poster session, where students will present their findings and gain experience in academic dissemination. Through applied research, critical analysis, and discussion of current psychological issues, students will develop a deeper understanding of the scientific process and its role in advancing psychological knowledge.

COURSE LEARNING OUTCOMES:

KLO1: Explain core principles of psychological research design, including experimental methods, data collection, and statistical analysis.

KLO2: Critically evaluate contemporary issues and debates in cognitive science and psychology.

KLO3: Design and execute a cognitive science experiment using appropriate research methodologies.

SLO1: Communicate research findings effectively through a professional academic poster presentation.

REQUIRED COURSE TOPICS:

1. Introduction to Psychological Research Methods
2. Ethical Considerations in Psychological Research
3. Study Design and Literature Reviews
4. Quantitative Data and Analysis
5. Qualitative Data and Analysis
6. Hypothesis Testing
7. Reliability and Validity
8. The Open Science Movement
9. Writing Results and Discussion sections
10. The Replication Crisis
11. The Four Horsemen - Bias, Hype, Fraud, and Negligence (Science Fictions)
12. Creating Effective Research Posters
13. Interpreting Research Findings
14. Poster Presentation

COURSE CODE: PSY-0301

COURSE TITLE: Genes, Brain, Mind & Behavior

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: CM1, CM2 and CM3. This module provides a systematic introduction to psychological explorations of the mind and behaviour and their links to the human biological system. The module provides a comprehensive historical background to the current understanding of the mind, including from different cultural perspectives. The module promotes an understanding of the latest advances in genetics and neuroscience and what they mean for individuals and society. The module will equip students with fundamental knowledge about DNA, the brain, the concepts of genome, exposome, epigenome, microbiome, proteome, neurome and phenome. No prerequisite biological knowledge is expected. Students will develop analytic skills, including critical evaluation of available literature; formulation of ideas for beneficial and ethical use of emerging knowledge. The module will provide skills for communicating ethically sensitive and complex topics to the public, for example, taking into account the importance of non-stigmatising language and showing awareness of differences in views, opinions and cultural practices. The module will also develop skills needed for working in interdisciplinary contexts, including successful collaboration with policy makers, educators, medical practitioners, justice system stakeholders and in a wide variety of business contexts.

COURSE LEARNING OUTCOMES:

KLO1: Demonstrate a systematic understanding of psychology as an interdisciplinary science and of societal implications of contemporary interdisciplinary research in psychology.

KLO2: Determine detailed knowledge at the forefront of the field to explain human mind and behaviour as it is related to complex biological processes.

KLO3: Demonstrate self-direction and originality in tackling new research questions and applying acquired knowledge to business and other contexts.

SLO1: Critically evaluate arguments, assumptions, approaches and empirical findings - attempting to explain human behaviour.

REQUIRED COURSE TOPICS:

1. Historical perspectives on mind and behaviour

2. Workshop: Cross-cultural perspectives on the mind/psyche

3. Evolution of biological systems

4. DNA - the language of life

5. Genes and Environments

6. Genome, epigenome, exposome and other 'omes' underlying behaviour

7. The brain and the nervous system

8. Neuronal communication

9. Localisation of Function: neuropsychology

10. Introduction to Neuroscience

11. Genes and Brain Workshop: cutting-edge developments and societal implications

12. The mind and behaviour: the Self

13. The mind and behaviour: continuity and change

14. Being Human: synthesis

COURSE CODE: PSY-0303

COURSE TITLE: Organizational Psychology

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: CM1, CM2 and CM3. This course should not be taken if you have already completed PSY-A course. To be successful, even the most technically skilled managers must be able to persuade, motivate, and engage others including direct reports, peers, customers, and executive teams. Managerial Psychology is an essential part of the Management curriculum. Through this course, students will learn to better understand the human beings that make up their workplaces and how to leverage insights from various fields of psychology about human motivation and behavior to achieve positive work outcomes. Students will leave the course better prepared to influence their organizations and communities throughout their careers.

COURSE LEARNING OUTCOMES:

KLO1: Understand key psychological and behavioral science theories and findings pertinent to organizational contexts.

KLO2: Apply those concepts and theories to increase the likelihood of success for self and others.

KLO3: Understand how psychological findings can help improve organisational leadership.

SLO1: Diagnose and understand how to constructively influence situations in which individual, social, and environmental factors affect business outcomes.

REQUIRED COURSE TOPICS:

1. Introduction to Management Psychology

2. Leadership (inc. Obedience and Conformity)

3. Stereotyping and Prejudice. Museum Exhibition Visit

4. Organisational Change: Leading Change

5. Motivation & Performance

6. Personality (inc. Hiring, Testing, Interviews)

7. Mental Health, Stress

8. Decision Making

9. Emotional Intelligence (EI)

10. Influence & Persuasion.

11. Learning, Development, Resilience

12. Perception and Attention

13. Individual Differences

14. Conflict & cohesion

COURSE CODE: PSY-0305

COURSE TITLE: Cross-Cultural Psychology

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: CM1, CM2 and CM3. The course in cross-cultural psychology explores human behaviour from the social point of view, both in theory and in practice. This course, through perspectives of psychology combined with sociology, ecology, anthropology, biology, sociology, gives students the opportunity to discuss the shaping and deployment of human attitudes, behaviour, values, communication process and social organization. Specific attention will be devoted to issues such as the individual vs the social, origins of cultures, mental health and cross-cultural communication. The course aims at providing students with the opportunity to apply methodologies of inquiry focusing on how relationships and behaviour in cross-cultural contexts take shape.

COURSE LEARNING OUTCOMES:

KLO1: Acquire an understanding of the basic theories and issues in cross-cultural psychology.

KLO2: Use the theories of cross-cultural psychology to understand the world and society.

KLO3: Analyze the influences of cultural identity on views, thoughts, perceptions, and behaviors and apply this knowledge in business and other contexts.

SLO1: Create ways of dealing with cultural differences in a respectful modality with regard to both psychological research and real-life environments.

REQUIRED COURSE TOPICS:

1. Introduction: What is Culture? What is Cross-Cultural Psychology?

2. Practical: Understanding Dimensions of Culture

3. Research methods in cross-cultural psychology

4. Schemas, biases, stereotypes

5. Good source Practical: learning to search for, identify, select and understand reliable sources of information.

6. Good source Practical: applied to the chosen example.

7. Gene-Culture co-evolution. Gene-Culture interplay.

8. Cross-Cultural comparisons: Cognitive abilities (language, spatial ability, intelligence, academic achievement).

9. Cross-Cultural comparisons: Sensation, Perception and Consciousness

10. Cross-Cultural comparisons: Social Perception and Social Cognition

11. Cross-Cultural comparisons: Human Development and Socialization

12. Cross-Cultural comparisons: Emotion

13. Cross-Cultural comparisons: Personality, Motivation and Behavior

14. Critical Thinking in Cross-Cultural Psychology: antidote to ingroup-centric errors. Synthesis, future directions.

COURSE CODE: PSY-0306

COURSE TITLE: Science of the Mind

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: CM1, CM2 and CM3. This course explores the fascinating world of human consciousness. It weaves together insights from latest scientific findings relevant to human mind to better understand its mysteries. It will consider human consciousness as the pinnacle of biological evolution, that made possible human achievements such as art, science, technology, religion and literature. In short, the course is an attempt to understand what shapes our sense of self and knowing and what happens when this sense and the mental patterns that make it up are suspended, altered or damaged by disease, drugs, meditation and other spiritual practices.

COURSE LEARNING OUTCOMES:

KLO1: Learn and appreciate the complexity of the human brain and body.

KLO2: Identify and reflect on theories of consciousness.

KLO3: Apply these theories to real-life situations.

SLO1: Gain a general understanding of key aspects of the human mind.

REQUIRED COURSE TOPICS:

1. What is consciousness
2. The philosophy of consciousness
3. The brain
4. The mind
5. Free will
6. Perception and reality
7. The Self
8. The gut-brain axis
9. Attention
10. Hypnosis / unconscious processing
11. Music and the brain
12. Mind and machines
13. Consciousness in animals
14. Higher states of consciousness

COURSE CODE: PSY-0400

COURSE TITLE: Psychology & Law

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: CM1, CM2 and CM3. The law regulates and practices what Psychology studies, human behaviour and decision-making respectively. A myriad of psychological phenomena interfere with justice outcomes throughout the justice process. Minimising these injustices is one of the most important topics for society. Similarly, understanding the interrelation of law and psychology is crucial for businesses. We'll also examine how to use psychology to improve our understanding of justice, as well as our success in achieving justice. This course explores the interrelation of psychology and law from a truly interdisciplinary perspective.

COURSE LEARNING OUTCOMES:

KLO1: Know about the justice systems structure and processes.

KLO2: Appreciate the strong interdependence of justice and psychology.

KLO3: Understand new findings about human behaviour mean for the meaning of justice, and can be used to improve justice.

SLO1: Understand key psychological phenomena affecting outcomes prior to and during court action.

REQUIRED COURSE TOPICS:

1. Introduction to Psychology and Law
2. Justice over millennia
3. The Legal System: purpose, structure and forces
4. Individual difference
5. Decision-making process
6. Biases
7. Witness credibility
8. Intelligence
9. Rhetoric
10. Memory
11. Attention
12. Personality
13. Lie detection and confidence
14. Mock Trial

COURSE CODE: PSY-0404

COURSE TITLE: The Psychology of Wellbeing & Happiness

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: CM1, CM2 and CM3. Positive psychology encompasses the study of positive experiences, character strengths, relationships, and the institutions and practices that facilitate their development. Positive experiences include the mental states of flow and mindfulness and emotions about the present (pleasure, contentment, laughter), past (e.g., nostalgia, satisfaction, pride), and future (e.g., hope, optimism). The positive character traits include wisdom, courage, compassion, love, humanity, justice, temperance, self-efficacy, resilience, grit, sisu, imagination, creativity, and spirituality/transcendence. Positive relationships include the factors that enhance meaning and well-being among couples, family, friends, co-workers, and the community. Positive institutions are exemplified by positive education, positive work environments, healthy families, humane leadership, and the development of civic virtues. This course will review all of the above mentioned areas plus the history of positive psychology as well as the latest scientifically validated research contributions to the field. This experiential learning course will use practical exercises to increase well-being, which will inform our theoretical and empirical understanding of important questions in positive psychology.

COURSE LEARNING OUTCOMES:

KLO1: Understand and articulate key concepts, findings, research methods, and controversies in the emerging field of positive psychology.

KLO2: Evaluate evidence for the validity, both internal and external, of empirical claims in contemporary positive psychology.

SLO1: Articulate from first-hand experience with positive psychology activities a perspective on how positive psychology is (or is not) relevant to your life.

REQUIRED COURSE TOPICS:

1. Resilience & Current Scientific Research
2. Emotions
3. Well-Being
4. Love
5. Positive Health & Medicine
6. Compassion
7. Flow
8. Finding Your Character Strengths and Virtues
9. Intelligence & Talent
10. Creativity & Genius
11. Growth through adversity
12. Best Possible Self
13. Social Connectedness
14. Mindfulness

COURSE CODE: SKL-0100

COURSE TITLE: Foundations of Career Success

CREDITS: 1.5

COURSE DESCRIPTION:

Pre-requisite required: CM1, CM2 and CM3. This course introduces students to the foundational skills necessary for career exploration, professional development, and the job search process. Students will learn how to research industries, develop strong application materials, build a personal brand, and establish professional communication habits. Through hands-on exercises, they will create resumes, LinkedIn profiles, and a Professional Development Plan (PDP) to guide their early career growth.

COURSE LEARNING OUTCOMES:

KLO1: Understand the job search process and the key steps involved in exploring career opportunities.

KLO2: Identify and analyze different industries, job functions, and career pathways using the IFL (Industry, Function, Location) framework.

SLO1: Develop a professional resume and LinkedIn profile that effectively highlight skills, experiences, and career goals.

REQUIRED COURSE TOPICS:

1. Introduction to Career Exploration & Professional Development
2. Understanding the Job Search Process: High-Level Steps
3. Exploring Industries & Career Paths: Introduction to IFL
4. Resume Building: Structure, Formatting, and Impactful Writing
5. Creating and Optimizing a LinkedIn Profile
6. Personal Branding: What It Is & Why It's Important
7. Showcasing Your Professional Profile: Skills & Strengths Identification
8. Professional Communication: Writing Effective Emails & Workplace Etiquette
9. Introduction to Networking: Why It Matters & How to Start
10. Networking Methods: Informational Interviews & Building Connections
11. Professionalism in the Workplace: Expectations & Best Practices
12. Creating a Basic Professional Development Plan (PDP)
13. Applying Career Skills: Mock Job Search & Resume Reviews
14. Finalizing & Presenting PDP: Next Steps for Career Growth

COURSE CODE: SKL-0102

COURSE TITLE: Collaboration

CREDITS: 1.5

COURSE DESCRIPTION:

This course should not be taken if you have already completed CM1/CM2/CM3. Collaboration is an essential competency in contemporary academic, professional, and organizational environments. This highly experiential course focuses on hands-on learning through interactive exercises, simulation work, and dynamic team projects. Students will engage in a range of activities that develop practical skills in communication, teamwork, conflict resolution, and leadership. Emphasizing applied learning over theoretical study, the course will challenge students to navigate complex team dynamics, foster inclusive collaboration, and leverage collective intelligence to achieve common goals. By the conclusion of this course, students will have the practical tools and strategies necessary to excel in collaborative settings.

COURSE LEARNING OUTCOMES:

KLO1: Understand and articulate core concepts in collaboration

SLO1: Lead and participate in diverse teams by utilizing practical collaboration techniques that foster inclusivity, trust, and collective success.

SLO2: Demonstrate effective communication, active listening, and adaptability in team-based environments through experiential learning activities.

REQUIRED COURSE TOPICS:

1. Team roles
2. Accountability and alignment
3. Egos and conflict resolution
4. Feedback
5. Leading and following
6. Cognitive diversity
7. Team motivation

COURSE CODE: SKL-0103

COURSE TITLE: Written Communication

CREDITS: 1.5

COURSE DESCRIPTION:

This course should not be taken if you have already completed CM1/CM2/CM3. The skill of written communication is a crucial for academic, professional, and personal success. This highly practical course focuses on developing clear, concise, and impactful writing. Through interactive exercises, peer feedback, and iterative revision, students will refine their ability to craft compelling arguments, structure ideas effectively, and adapt their writing to diverse audiences and contexts. Emphasizing clarity over complexity, this course equips students with tools to enhance their writing process, strengthen their critical thinking, and build confidence in their written expression. By the end of the course, students will be proficient in producing coherent, persuasive, and purposeful writing.

COURSE LEARNING OUTCOMES:

KLO1: Apply principles of clarity, conciseness, and coherence to produce effective written communication.

KLO2: Reference correctly in APA format, and use AI and other GPTs to augment their writing.

SLO1: Adapt writing style, tone, and structure to suit various audiences, purposes, and contexts.

REQUIRED COURSE TOPICS:

1. The Three C's: Clarity, Conciseness, and Coherence

2. Effective Use of GPT Models

3. Audience Awareness, Tone, Adapting to Contexts and Mediums

4. Referencing, Grammar, and Styles

5. Drafting, Editing, and Feedback

6. Persuasive Writing

COURSE CODE: SKL-0104

COURSE TITLE: Oral Communication

CREDITS: 1.5

COURSE DESCRIPTION:

This course should not be taken if you have already completed CM1/CM2/CM3. This interactive course equips students with the confidence and skills to communicate effectively in professional and personal settings. Through hands-on activities, discussions, and real-world applications, students will refine verbal and nonverbal communication, adapt messages for different audiences, and develop active listening and questioning techniques. They will also learn to overcome common barriers like nervousness and misunderstandings while practicing presentations, role-playing, and peer feedback. By the end of the course, students will be prepared to speak with clarity, confidence, and impact in meetings, interviews, and daily conversations.

COURSE LEARNING OUTCOMES:

KLO1: Students will be able to analyze audience needs, structure and deliver clear messages, and utilize verbal and nonverbal communication effectively across different contexts.

KLO2: Students will develop active listening skills, overcome communication barriers, and demonstrate confidence in both professional and interpersonal interactions.

SLO1: Students will build confidence in public speaking, enhance their ability to listen and respond thoughtfully, and refine their ability to communicate effectively across diverse settings.

REQUIRED COURSE TOPICS:

1. Fundamentals of Communication

2. Overcoming Nervousness, Psychological Barriers, and Building Confidence

3. Verbal vs. Non-Verbal: Body Language, Tone, Facial Expressions

4. Understanding your Audience: Research, Critical Thinking, Questioning

5. Tailoring Your Message

6. Interpersonal Communication: relationship Building, Tone, Emotion

7. Mid-term Presentations: Personal Topic

8. Business Communication: Professionalism, Clarity, Persuasion

9. Active Listening

10. Asking the Right Questions

11. Structuring your message: Outlining and structuring a strong message

12. Storytelling and Rhetoric

13. Barriers: Why People Struggle and/or Fail

14. Final Presentations: Business Pitch to Different Stakeholders (CEO/CFO)

COURSE CODE: SKL-0200

COURSE TITLE: Advanced Career Strategies & Professional Growth

CREDITS: 1.5

COURSE DESCRIPTION:

Pre-requisite required: CM1, CM2 and CM3. This course builds on the fundamentals learned in Careers 1, focusing on advanced career research, strategic job searching, and professional branding. Students will refine their resumes and LinkedIn profiles, strengthen their networking skills, and develop expertise in interviewing and negotiation. The course also emphasizes long-term career planning through an advanced Professional Development Plan (PDP).

COURSE LEARNING OUTCOMES:

KLO1: Analyze career trends and industry-specific opportunities to strategically position themselves in the job market.

KLO2: Understand and apply advanced networking techniques to build meaningful professional relationships.

SLO1: Demonstrate effective interview techniques, including behavioral responses, mock interviews, and salary negotiation strategies.

REQUIRED COURSE TOPICS:

1. Advanced Job Search Strategies: Targeting the Right Opportunities
2. Industry Research & Career Trends: Positioning Yourself for Success
3. Tailoring Resumes for Specific Roles & Industries
4. Optimizing Your LinkedIn Profile for Industry Engagement
5. Deep Dive into Personal Branding: Refinement & Feedback
6. Professional Communication: Advanced Writing for Workplace Success
7. Strategic Networking: Leveraging Events, Alumni, and Online Connections
8. Networking Role-Play
9. Interviewing Strategies: Behavioral, Technical, and Situational Responses
10. Mock Interviews: Practicing for Success
11. Salary & Offer Negotiation: Understanding Compensation Packages
12. Professionalism & Leadership in the Workplace
13. Developing a Long-Term Career Progression Plan
14. Finalizing & Presenting the Advanced PDP

COURSE CODE: SKL-0201

COURSE TITLE: Creativity

CREDITS: 1.5

COURSE DESCRIPTION:

Pre-requisite required: CM1, CM2 and CM3. This course should not be taken if you have already completed CM6. Creative thinking is a vital skill for success in a rapidly changing world. This highly interactive course explores techniques for generating ideas, solving problems, and thinking beyond conventional boundaries. Through hands-on exercises and collaborative projects, students will develop their ability to approach problems with flexibility, curiosity, and originality. Emphasizing experimentation and adaptability, this course provides students with practical tools to cultivate creativity, challenge assumptions, and develop innovative solutions. By the end of the course, students will be equipped with strategies to enhance their creative potential and apply it across academic, professional, and personal contexts.

COURSE LEARNING OUTCOMES:

KLO1: Apply creative thinking techniques to generate innovative ideas and solve complex problems.

KLO2: Using collaboration, reflection, and experimentation to enhance creative problem-solving processes.

SLO1: Develop a flexible and adaptable mindset to approach challenges with curiosity and originality.

REQUIRED COURSE TOPICS:

1. Convergent Thinking
2. Divergent Thinking
3. Insight
4. Intuition
5. The Creative Process
6. Misconceptions of Creativity
7. Idea Generation
8. Creative Reponses to Risk
9. Collective Creativity
10. Validating, Updating, and Enhancing Ideas

COURSE CODE: SKL-0202

COURSE TITLE: Critical Thinking

CREDITS: 1.5

COURSE DESCRIPTION:

Pre-requisite required: CM1, CM2 and CM3. This course should not be taken if you have already completed CM7. In today's rapidly changing world, the ability to think critically is more essential than ever. With the constant influx of information, it's crucial to discern what's accurate and reliable. This course is designed to equip students with the skills to analyze information objectively, recognize biases, and make well-informed decisions. By understanding logical reasoning, evaluating evidence, and effectively using tools like artificial intelligence, students will be better prepared to navigate the complexities of modern life. Developing these critical thinking skills not only enhances academic performance but also fosters personal growth and adaptability in an ever-evolving world.

COURSE LEARNING OUTCOMES:

KLO1: Students will comprehend and apply the fundamental elements of critical thinking, including the identification of arguments, recognition of logical structures, awareness of cognitive biases, and detection of common fallacies, to enhance their analytical and evaluative abilities.

KLO2: Students will learn strategies and develop abilities to critically analyze data and process information to reach informed and productive conclusions

SLO1: Through this course, students will develop essential critical thinking skills, including analytical reasoning, logical evaluation, problem-solving, data interpretation, information literacy, metacognition, ethical reasoning, and adaptability.

REQUIRED COURSE TOPICS:

1. Intro to Critical Thinking - What is Critical Thinking?

2. Understanding Arguments: Premises & Conclusions

3. Deductive and Inductive Reasoning

4. Common Fallacies

5. Cognitive Biases and other underlying factors affecting critical thinking

6. Assessing Credibility and Reliability of Sources

7. Data Interpretation and Statistical Reasoning

8. AI's Role in Critical Thinking

9. Evaluating AI Generated Content

10. Critically Evaluating Data with the use of AI (Case Study)

11. Scientific Methodology and Hypothesis Testing

12. Ethical Theories and Moral Reasoning

13. Problem Solving Models

14. Final Presentations

COURSE CODE: STR-0200

COURSE TITLE: Business Strategy

CREDITS: 3

COURSE DESCRIPTION:

Pre-requisite required: CM1, CM2 and CM3. This course should not be taken if you have already completed CM8. "The Business Strategy" provides an introduction to the core principles of strategic thinking and decision-making in business and organizations. Students will explore key frameworks, including competitive analysis, industry positioning, resource-based strategy, and corporate advantage. Through case studies and real-world applications, the course emphasizes critical thinking and problem-solving skills essential for formulating and implementing effective strategies. Suitable for students interested in management, consulting, and entrepreneurship, this course lays the foundation for understanding how organizations achieve and sustain competitive success.

COURSE LEARNING OUTCOMES:

KLO1: Utilize critical thinking and problem solving skills

KLO2: Formulate and implement strategies in various business scenarios

KLO3: Explore and understand the key frameworks and structures of strategy

SLO1: Gain a deeper understanding of how management, consulting, and entrepreneurship utilize strategy

REQUIRED COURSE TOPICS:

1. Introduction to Strategy
2. Strategic Vision
3. Strategic Vision II
4. Strategic Purpose
5. Measuring & Monitoring
6. Using Data to Make Decisions I
7. Using Data to Make Decisions II
8. Using Data to Make Decisions III
9. Strategic Planning I
10. Strategic Planning II
11. Uncertainty & Risk I
12. Uncertainty & Risk II
13. Strategic Decision Making I
14. Group Presentations

COURSE CODE: THE-0300

COURSE TITLE: Senior Thesis: Proposal, Research and Ethics

CREDITS: 1

COURSE DESCRIPTION:

This is the first course that must be completed by all students doing the senior thesis. In this course, students will work with a supervising member of faculty to develop a research proposal. This research proposal will take students from initial research idea to formal proposal, including ethical approval. The course will focus on refining students? initial ideas in line with approved Hult research projects into operationalised and workable research proposal. The course will develop key research skills, such as communication and critical thinking, as well as instil knowledge of fundamental components of research.

COURSE LEARNING OUTCOMES:

CLO1: Develop and deliver an ethically approved research proposal to be carried out in a subsequent term.

CLO2: Understand and apply core research principles to a real-life research project.

REQUIRED COURSE TOPICS:

1. Developing a research proposal

2. Research methods

3. Research ethics

4. Working with a research supervisor

5. Academic writing and referencing